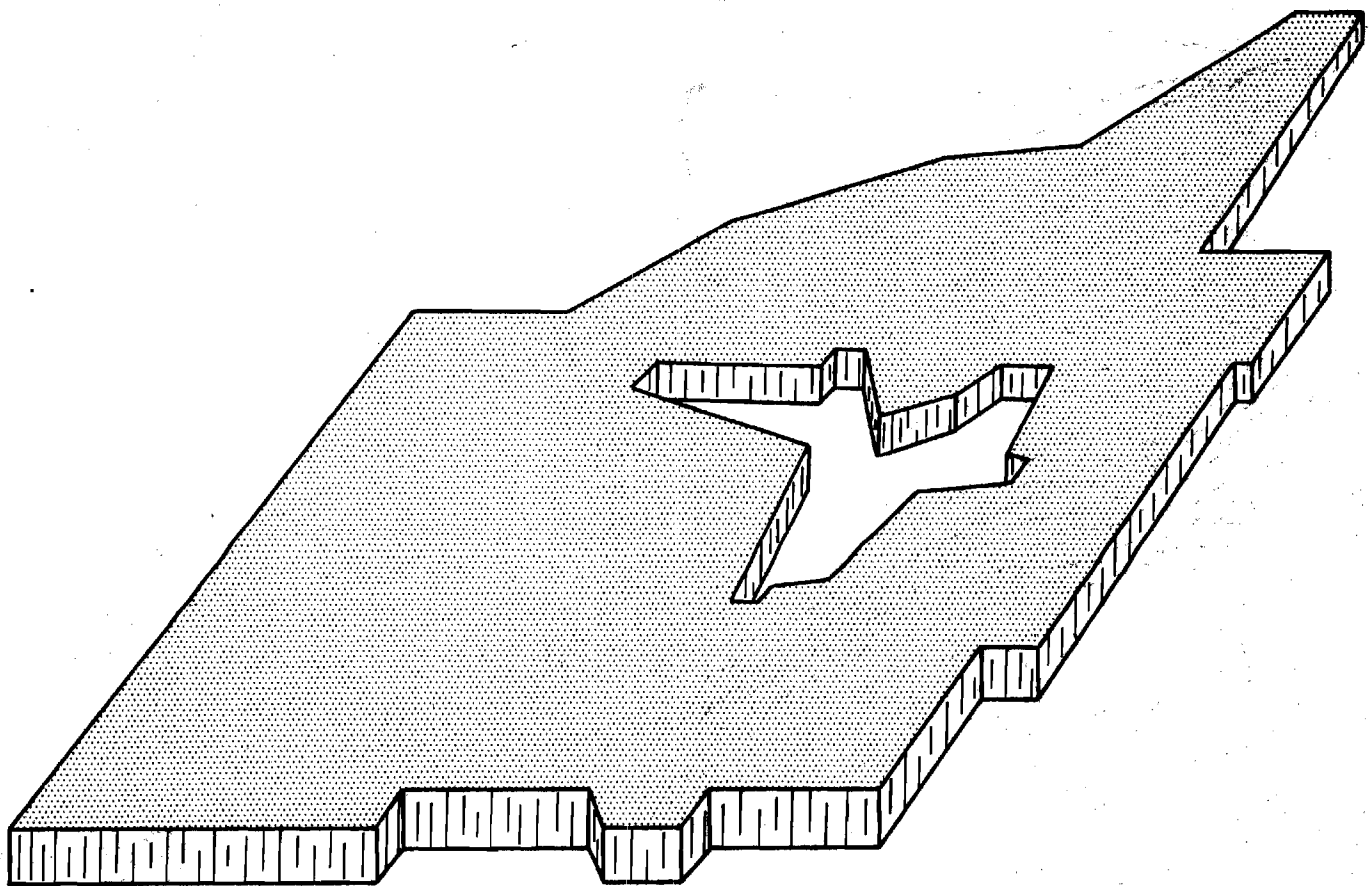


AN ECONOMIC
BASE STUDY
OF
ROME - FLOYD COUNTY
GEORGIA



AN ECONOMIC BASE STUDY
OF ROME-FLOYD COUNTY

Technical Report No. 2

Prepared by

Industrial Development Branch
Engineering Experiment Station
Georgia Institute of Technology
Atlanta, Georgia

for

Rome-Floyd County Planning Commission
Rome, Georgia

October, 1960

The preparation of this report was financed in part through an urban planning grant from the Housing and Home Finance Agency, under provision of Section 701 of the Housing Act of 1954, as amended.

Table of Contents

	<u>Page</u>
Summary	v
Introduction	1
Manufacturing	3
Personal Income	15
Per Capita Income	15
Percentages by Source	15
Financial Resources	19
Insurance	19
Trade and Services	23
Retail Trade	23
Retail Trade Area	27
Wholesale Trade	32
Wholesale Trade Area	33
Service Business	36
Housing	39
Current Needs	41
Agriculture	45
Trends in Production	49
Forestry	51
Transportation	55
Rail Service	56
Motor Freight Service	58
Bus Service	63
Air Service	63
Petroleum Pipelines	65
Utilities	67
Water	67
County System	68
Sewers	68
Electric Power	68
Natural Gas	70
Telephone	71
Western Union	71

	<u>Page</u>
Educational Facilities	73
Berry College	73
Shorter College	74
Rome Center	74
Darlington School	74
Vocational Training	75
Recreation Facilities	77
Tourist Trade	79

Tables

1. Leading Georgia Manufacturing Counties Ranked by Employment, 1939-1958	4
2. Leading Georgia Manufacturing Counties Ranked by Value Added, 1939-1958	6
3. Total Manufacturing Production Workers, Planning Area, 1939-1958	8
4. Value Added Per Production Worker, Planning Area, 1939-1958	10
5. Value Added by Manufacture, Planning Area, 1939-1958	10
6. Manufacturing Establishments in Floyd County by Major Industry Group, 1939-1959	11
7. Manufacturing Establishments in the Planning Area by Major Industry Group, 1939-1954	14
8. Personal and Per Capita Income in Selected Areas, 1940-1950	16
9. Personal Income by Source in Selected Areas, 1940 and 1950	17
10. Assets and Liabilities of Floyd County Commercial Banks, 1940-1959	20
11. Assets and Liabilities of Floyd County Savings and Loan Associations, 1940-1959	21
12. Assets and Insurance in Force of State Mutual Insurance Company, 1945-1959	22
13. Retail Trade in Floyd County and Rome: Establishments, Sales, Employees, 1939-1958	24
14. Retail Trade in Floyd County by Type of Business, 1939-1958	25
15. Retail Trade in Rome by Type of Business, 1939-1958	26
16. Proportion of Trade Which Rome and Competing Centers Attract from Intermediate Cities	28
17. Distribution of Rome Retail Store Charge Accounts, 1960	30

<u>Tables (Continued)</u>	<u>Page</u>
18. Wholesale Trade in Floyd County: Establishments, Sales, Employees, 1939-1958	32
19. Wholesale Trade in Floyd County: Establishments and Sales by Type of Business, 1948-1958	33
20. Primary Wholesale Trade Area of Floyd County Establishments, 1960	34
21. All Services in Floyd County: Establishments, Receipts, Employees, 1948-1959	36
22. Personal and Business Services in Floyd County: Establishments, Receipts, Employees, 1939-1954	37
23. Housing in Floyd County: Dwelling Units and Occupancy, 1940 and 1950	39
24. Housing in Floyd County: Condition of Repair and Plumbing Facilities, 1940 and 1950	40
25. Housing in Floyd County: Heating and Refrigeration Equipment, Cooking Fuel, Radio and Television, 1940 and 1950	42
26. Housing in Floyd County: Values and Rents, 1940 and 1950	43
27. Farm Employment, Number and Value of Farms, Selected Areas, 1949 and 1954	46
28. Farm Land Use in Selected Areas, 1949 and 1954	47
29. Agricultural Income in Selected Areas, 1949 and 1954	48
30. Value of Farm Products in Selected Areas, 1949 and 1954	50
31. Commercial Forest Land in Selected Areas, 1951-1953	51
32. Forest Products Sold in Selected Areas, 1950 and 1954	52
33. Sawtimber Cut by County, Annual Average, 1951-1953	53
34. Pulpwood Production in Selected Areas, 1946-1958	54
35. Annual Rail Shipments to and from Floyd County, Selected Years	58
36. Common Carrier Motor Freight Service at Rome	59
37. Common Carrier Motor Freight Shipments in Floyd County, Selected Years	62
38. Air Freight Delivered and Shipped at Russell Field, Rome, Selected Years	64
39. Air Passenger Traffic at Russell Field, Rome, Selected Years	65
40. Rome Water System: Capacity and Consumption, 1949-1959	67
41. Electric Power Sold by Rome Division, Georgia Power Company	69
42. Electric Power Sales, Rome District, Georgia Power Company	69
43. Gas Meters in Floyd County Served by Atlanta Gas Light Company, 1949-1960	70

<u>Appendix Tables</u>	<u>Page</u>
1. Major Industry Groups	81
2. Total Establishments by Major Industry Group, 1939-1954	82
3. Establishments with 1 to 19 Employees by Major Industry Group, 1947 and 1954	83
4. Establishments with 20 to 99 Employees by Major Industry Group, 1947 and 1954	84
5. Establishments with 100 or More Employees, by Major Industry Group, 1947 and 1954	85
6. Retail Trade in Floyd County: Payroll, Proprietors, Employees, by Type of Business, 1948-1958	86
7. Points of Service by Motor Freight Lines	87

Figures

1. Manufacturing Production Workers by County in the Planning Area, 1939-1958	5
2. Value Added Per Production Worker by County in the Planning Area, 1939-1958	7
3. Value Added by Manufacture, Planning District and Planning Area (Five-County), 1939-1958	9

Maps

1. Rome Retail Trade Area--1960	29
2. Distribution of Rome Retail Trade Charge Accounts--1960	31
3. Rome Wholesale Trade Area--1960	35
4. Railroad Mainlines Serving the Floyd County Planning Area	57
5. Existing Federal and State Highways Serving the Floyd County Planning Area	60
6. Proposed Interstate Highway System in the Floyd County Planning Area	61

Summary

1. Although Floyd County is a primary manufacturing center in Georgia, it has lost ground, comparatively. Floyd now ranks sixth among Georgia counties in manufacturing employment and seventh in value added by manufacture.

2. The value added per production worker in Floyd County has risen substantially between 1939 and 1958, while the actual number of manufacturing production workers declined.

3. Total number of manufacturing establishments almost doubled between 1939 and 1959, but over 3,600 manufacturing jobs have been lost since 1947; not all of these have been replaced with jobs created by new plants locating there.

4. The greatest increase in plant size was achieved in the pulp, paper, and paper products industry. Largest increases, numerically, were recorded by the food and lumber industries.

5. Floyd County's per capita income (in constant dollars) showed less gain--55 per cent--than any other group studied in the report, except the nation.

6. Manufacturing is the most important segment of Floyd County's economy, contributing 29.5 per cent of the total income. The trade sector registered the largest percentage gain in income between 1940 and 1950.

7. The tremendous growth in the assets of Floyd County's savings and loan associations since 1945 is an outstanding facet of the county's recent development. The three commercial banks showed no absolute growth in assets between 1945 and 1959, measured in constant dollars. The insurance company domiciled at Rome has shown considerable growth in assets.

8. Floyd County's retail trade has been almost at a standstill since 1948. The increase in number of establishments is very small; the increase in business volume is not substantial.

9. Rome's trading area lies along a northeast-southwest axis. Competition from Atlanta and Chattanooga restricts Rome's drawing power. A survey of retail charge accounts shows 98 per cent concentrated within a six-county area; department stores, naturally, exert the greatest pulling power.

10. In contrast to retail trade, wholesale trade has achieved substantial increases in business volume and number of establishments. The growth of nonmerchant wholesalers has been significant. Over 96 per cent of Floyd County's wholesale trade activity is concentrated in 16 immediately surrounding counties.

11. Some 6,000 dwelling units have been added in Floyd County between 1940 and 1960. Only 96 per cent of all dwelling units were occupied in 1950, and over 17 per cent were classed as dilapidated.

12. Agriculture's importance to the economy of Floyd County has declined substantially. The number of farms has dropped, as has the proportion of land in farms.

13. Sixty per cent of all the land in the six-county Planning Area is covered by commercial forests. Value of forest products sold has risen in recent years, with both sawtimber and pulpwood production on the increase.

14. Transportation services have shown substantial increases in volume since 1949. Most of the major industrial concerns having large shipments indicate satisfaction with existing facilities.

15. The two railroads serving Floyd County have quadrupled tonnage, with nearly 75 per cent being inbound shipments. Pulpwood and coal are the major items brought in by rail.

16. Motor freight transportation is supplied by 22 carriers, 12 having terminals or call stations at Rome. Truck tonnage has more than doubled in the last 10 years, over half being outbound shipments. Textile products comprise about half of outbound shipments.

17. Air freight shipments have increased almost sevenfold between 1949 and 1959. Passenger service also has shown a respectable increase.

18. Two petroleum products pipelines cross the county. There is one terminal serving bulk products plants within a restricted area. Both employment and volume of products transported are down from the peak of 10 to 15 years ago.

19. Rome-Floyd County utility services have matched the area's growth with one exception. Lack of a sewer trunklines and a sewage treatment plant are regarded as a handicap and presage large financial outlays in the near future.

20. There are two private colleges--Berry and Shorter--offering liberal arts courses with emphasis on teaching degrees. The proposed "Northwest Georgia Trade and Technical School" would meet a large existing need for training of the local labor force.

21. Recreation facilities for local citizens constitute one of Rome's outstanding assets. The community has a well developed year-round recreation program, financed by the city and county. Development of the Mayo's Bar Lock and Dam recreation area promises to be of great importance.

22. Little effort has been made to promote and develop the tourist business. This appears to be one of the most neglected phases of the Rome-Floyd County economy.

ADDENDA AND CORRECTIONS

Page

- vi Third line from bottom of page should read:
"with one exception. Lack of sewer trunklines
and a sewage treatment plant"
- 19 Paragraph 5, line 6, should read:
"were more than 50 per cent of the commercial
banks, while in 1945 they"
- 68 Line 5, substitute "purchased" for "purchases"
- 68 Paragraph 3, line 2, substitute "Oostanaula"
for "Ooostanaula"
- 75 Line 2, substitute "countries" for "counties"
- 87 Line 13, substitute "Company" for "Comaany"

INTRODUCTION

The project for which this is the second of three reports will present the Rome-Floyd County Planning Commission with an analytical description of the present economic structure and natural resources of Floyd County, Georgia. The overall study is divided into three sections:

- (1) an analysis of Floyd County's population, labor force, and employment;
- (2) an analysis of Floyd County's economic activity, personal income and finances; and
- (3) an analysis of the natural resources in Floyd County.

Technical Report No. 2

This report covers Part 2 of the study. It contains:

- (1) An analysis of manufacturing trends by establishments, employment and value added by manufacture, 1939 to 1958.
- (2) An analysis of per capita income and total personal income by sources, 1940 and 1950.
- (3) An analysis of the financial resources of commercial banks, savings and loan associations and one insurance company, 1940 to 1959.
- (4) An analysis of the retail and wholesale trade trends, 1939 to 1958, definition of trade areas, and analysis of the service industry, 1939 to 1958.
- (5) An analysis of housing facilities, 1940 and 1950.
- (6) An analysis of agricultural trends, 1949 and 1954.
- (7) An analysis of forestry trends, 1949 and 1954.
- (8) An analysis of the growth of transportation facilities by type, 1949 to 1959.
- (9) An analysis of trends in public utilities and communication facilities, 1949 to 1959.
- (10) A review of the educational facilities, 1959.
- (11) An analysis of the recreational resources, 1960.
- (12) An analysis of the tourist resources, 1960.

Definitions

Several geographic areas are treated in the report. They are defined as follows:

- (1) Floyd County is referred to as the Planning District.

(2) The six-county area consisting of Floyd, Bartow, Polk, Gordon, and Chattooga counties in Georgia and Cherokee County in Alabama is referred to as the Planning Area.

(3) Georgia is referred to as the State Area.

(4) The three-state area consisting of Alabama, Georgia, and Tennessee is referred to as the Tri-State Region.

(5) The United States is referred to as the Nation or national area.

MANUFACTURING

For a number of years Floyd County has been a primary manufacturing center in the State of Georgia, as indicated in Technical Report No. 1 of this series. Manufacturing accounted for nearly 45 per cent of all employment in the county in 1940. Although not quite so dominant in 1950, manufacturing, nevertheless, represented almost 40 per cent of the total employment, and by 1959 had increased its percentage slightly.

However, as shown by Table 1, Floyd County has lost its standing, compared with other counties in the State. Floyd dropped to sixth in 1958 among leading Georgia counties ranked by manufacturing employment, contrasted to its third-place position in 1939. In that year, Floyd County had 5.8 per cent of Georgia's manufacturing employment, but had only 3.2 per cent in 1958. Similarly, Floyd County lost position between 1939 and 1958 among the leading Georgia counties in terms of value added by manufacture. In 1939, Floyd ranked fourth with 5.3 per cent of the State total, but dropped to seventh in 1958 with 3.3 per cent. (See Table 2.)

One of the more significant aspects of Floyd County's manufacturing development is a decline in number of production workers. As Table 3 and Figure 1 illustrate, the actual number of production workers, in both the Planning District and the Planning Area, was less in 1958 than in 1939, with a continued decline evidenced since 1947. Floyd had only 8,589 production workers in 1958, contrasted to 9,334 in 1947. Nevertheless, value added by manufacture per production worker has risen substantially (see Figure 2 and Table 4), with an average of \$6,213 per Floyd County worker in 1958, and only \$2,878 in 1939.

The total value added, both for the Planning District and Area, reached new highs, as shown in Table 5. The Planning District's total value in 1958 of over \$53,363,000 amounted to almost half of the five-county total of \$102,078,000. (See Figure 3.)

A large part of the explanation for these developments can be found in the increased efficiency resulting from modernized practices and installation of new equipment, and the demise of some obsolete manufacturing operations in the area. Also, recent new plant acquisitions have tended to result in greater efficiencies and more production.

Changes in the number of establishments by size in the Planning District by major type of manufacturing are shown in Table 6. Between 1939 and 1959,

Table 1

LEADING GEORGIA MANUFACTURING COUNTIES
RANKED BY EMPLOYMENT, 1939-1958^{1/}

	1958		1954		1947		1939	
	Rank	Per Cent of State Total	Rank	Per Cent of State Total	Rank	Per Cent of State Total	Rank	Per Cent of State Total
Fulton	1	17.3	1	17.6	1	17.1	1	15.7
Cobb	2	5.5	2	6.1	--	--	--	--
Muscogee ^{2/}	3	5.2	3	5.7	2	7.6	2	7.9
Chatham	4	4.6	4	4.4	3	4.4	5	3.9
Bibb	5	3.3	6	3.4	7	3.3	4	4.0
FLOYD	6	3.2	5	3.4	4	4.3	3	5.8
Whitfield	7	2.8	9	2.9	9	2.4	8	3.3
Richmond	8	2.6	8	2.9	6	3.6	7	3.7
Troup	9	2.6	7	3.2	5	4.0	6	3.8
DeKalb	10	2.5	--	--	--	--	--	--
Spalding	--	--	10	2.4	8	2.7	9	3.3
Upson	--	--	--	--	10	2.4	10	3.1

^{1/} For 1939, reported as "wage earners"; for other census years as total employment.

^{2/} Muscogee data calculated for 1958.

Source: U. S. Census of Manufactures

FIGURE 1
MANUFACTURING PRODUCTION WORKERS
BY COUNTY IN THE PLANNING AREA
1939-1958

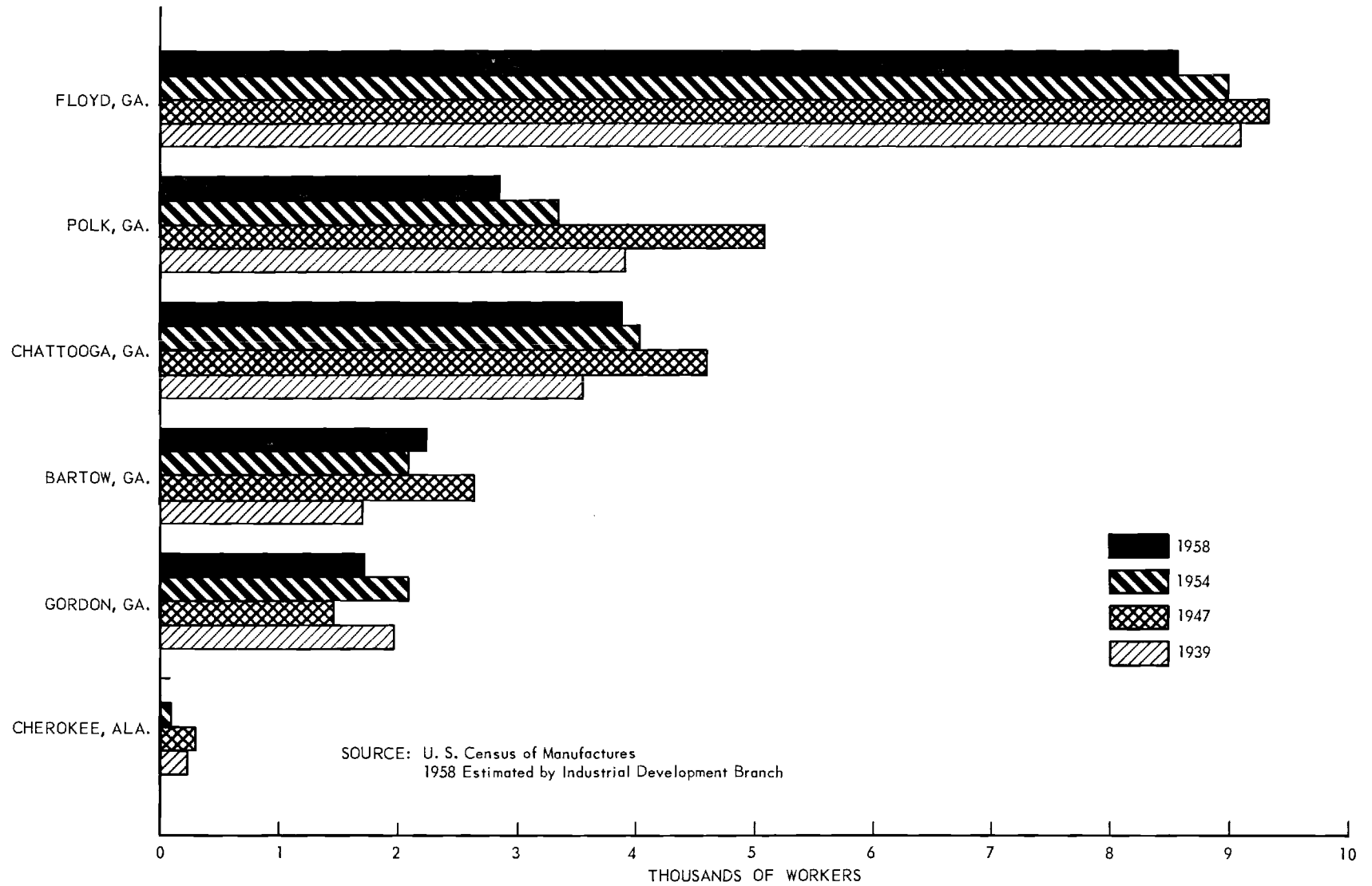


Table 2

LEADING GEORGIA MANUFACTURING COUNTIES
RANKED BY VALUE ADDED, 1939-1958

	1958		1954		1947		1939	
	Rank	Per Cent of State Total	Rank	Per Cent of State Total	Rank	Per Cent of State Total	Rank	Per Cent of State Total
Fulton	1	23.2	1	22.5	1	21.4	1	27.2
Chatham	2	7.9	2	9.6	3	7.4	3	6.6
Cobb	3	6.3	3	7.7	--	--	--	--
Muscogee ^{1/}	4	5.3	5	4.2	2	8.6	2	8.8
Bibb	5	3.8	6	4.1	6	3.5	5	3.9
DeKalb	6	3.7	4	4.4	--	--	--	--
FLOYD	7	3.3	7	2.9	4	4.7	4	5.3
Glynn	8	2.7	9	2.8	8	2.5	--	--
Whitfield	9	2.6	10	2.4	--	--	8	2.4
Richmond	10	2.3	8	2.9	5	3.7	6	3.3
Troup	--	--	--	--	7	2.8	7	2.9
Spalding	--	--	--	--	9	2.4	9	2.4
Hall	--	--	--	--	10	2.3	--	--
Walker	--	--	--	--	--	--	10	2.1

^{1/} Muscogee data calculated for 1958.

Source: U. S. Census of Manufactures

FIGURE 2
VALUE ADDED PER PRODUCTION WORKER
BY COUNTY IN THE PLANNING AREA
1939-1958

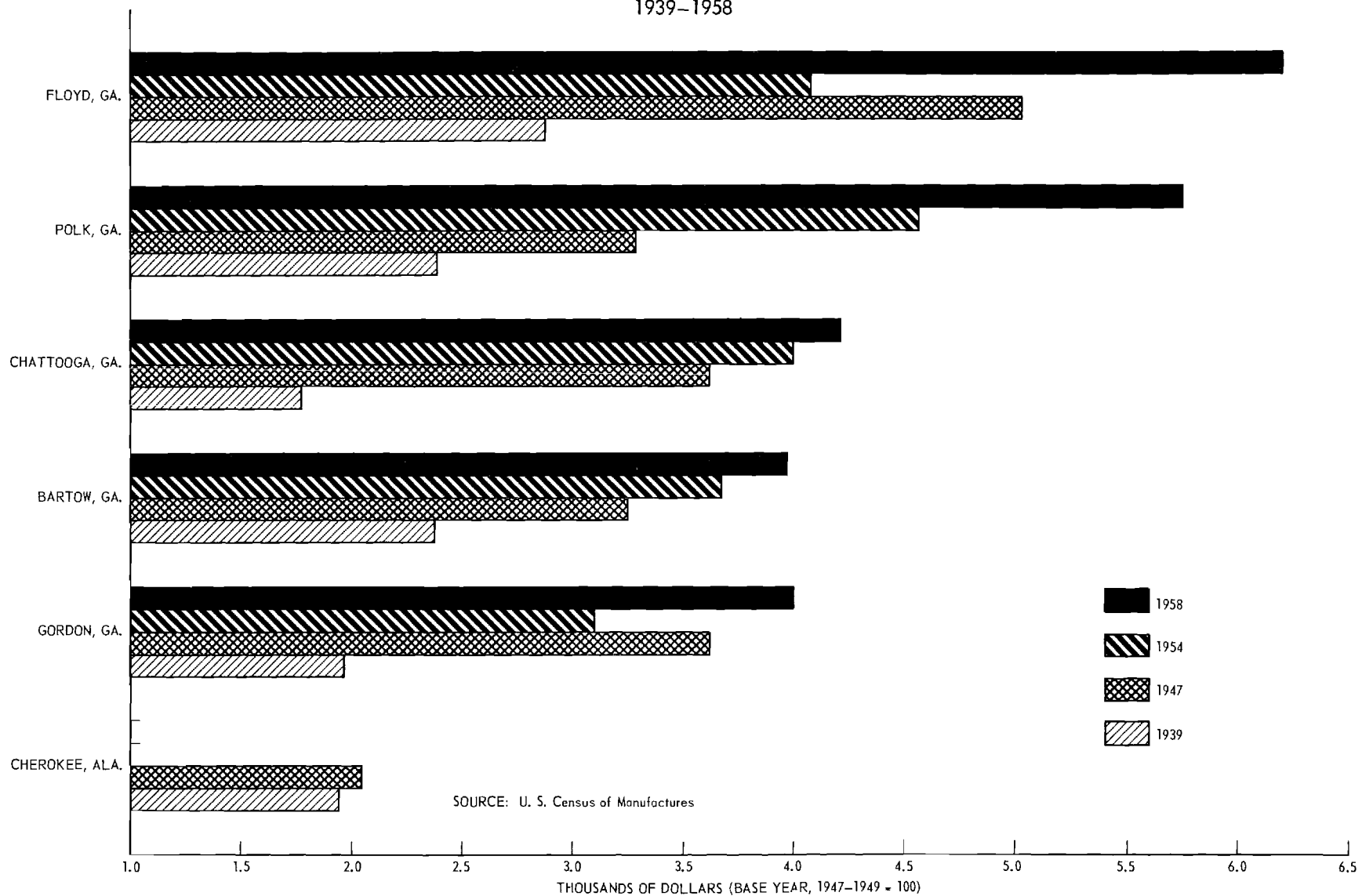


Table 3

TOTAL MANUFACTURING PRODUCTION WORKERS
PLANNING AREA, 1939-1958

	<u>1939</u>	<u>1947</u>	<u>1954</u>	<u>1958</u> ^{1/}
Floyd	9,093	9,334	8,986	8,589
Bartow	1,731	2,645	2,098	2,241
Chattooga	3,564	4,624	4,056	3,902
Cherokee, Alabama	224	285	84	--
Gordon	1,976	1,465	2,086	1,732
Polk	<u>3,932</u>	<u>5,113</u>	<u>3,351</u>	<u>2,851</u>
Five-County Total (excluding Cherokee)	20,296	23,181	20,577	19,315

^{1/} Estimated by Industrial Development Branch.

Source: U. S. Census of Manufactures

FIGURE 3
 VALUE ADDED BY MANUFACTURE
 PLANNING DISTRICT AND PLANNING AREA (FIVE-COUNTY)
 1939-1958

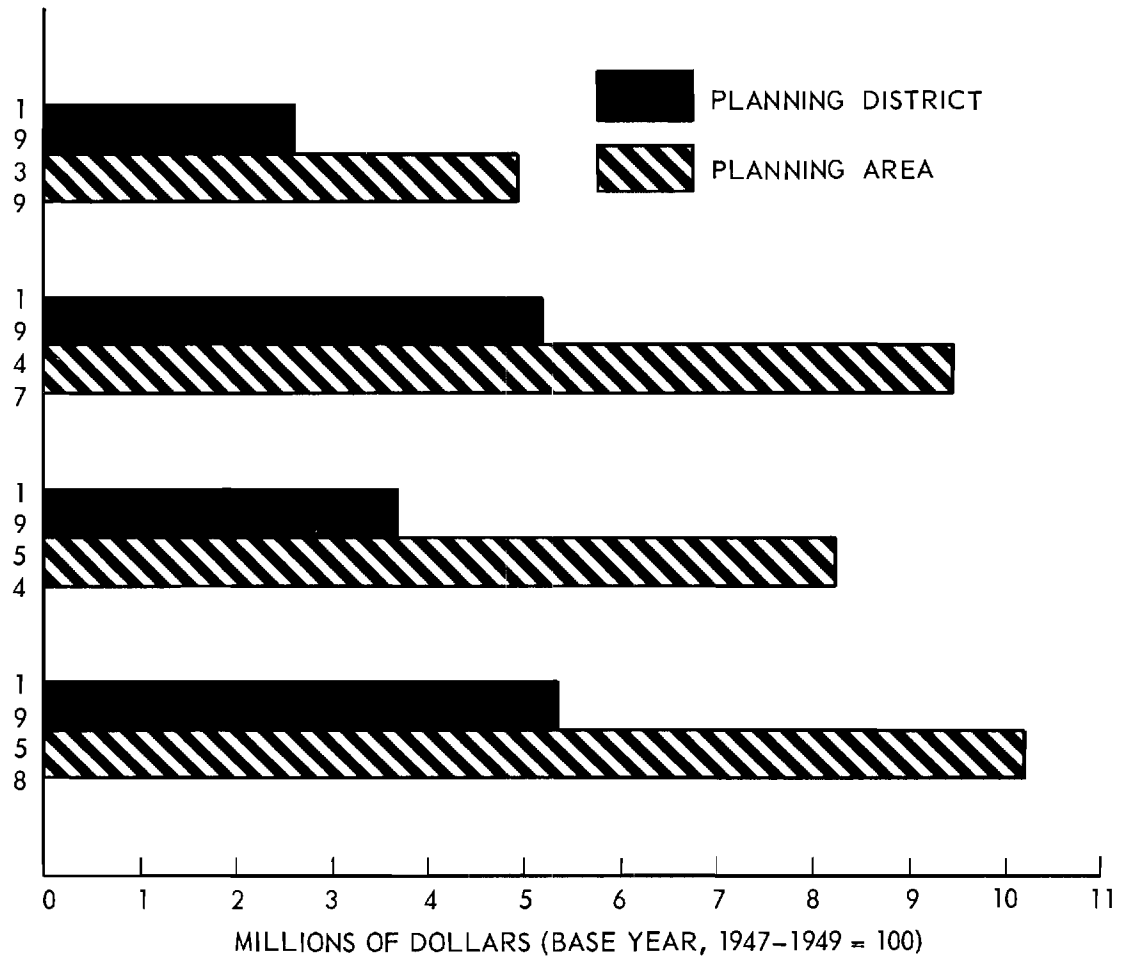


Table 4

VALUE ADDED PER PRODUCTION WORKER
PLANNING AREA, 1939-1958
(In 1947-1949 Dollars)

<u>County</u>	<u>1939</u>	<u>1947</u>	<u>1954</u>	<u>1958</u>
Floyd	2,878	5,030	4,076	6,213
Bartow	2,379	3,252	3,667	3,968
Chattooga	1,776	3,616	4,000	4,224
Cherokee, Alabama	1,951	2,049	--	--
Gordon	1,974	3,621	3,100	4,001
Polk	<u>2,385</u>	<u>3,287</u>	<u>4,565</u>	<u>5,756</u>
Five-County Average (excluding Cherokee)	2,458	4,071	4,000	5,285

Source: U. S. Census of Manufactures

Table 5

VALUE ADDED BY MANUFACTURE
PLANNING AREA, 1939-1958
(In Thousands of 1947-1949 Dollars)

	<u>1939</u>	<u>1947</u>	<u>1954</u>	<u>1958</u>
Floyd	26,168	46,948	36,629	53,363
Bartow	4,118	8,602	7,693	8,893
Chattooga	6,330	16,719	16,225	16,482
Cherokee, Alabama	437	584	--	--
Gordon	3,900	5,305	6,466	6,930
Polk	<u>9,379</u>	<u>16,806</u>	<u>15,298</u>	<u>16,410</u>
Five-County Total (excluding Cherokee)	49,895	94,380	82,311	102,078

Source: U. S. Census of Manufactures

Table 6

MANUFACTURING ESTABLISHMENTS IN FLOYD COUNTY
BY MAJOR INDUSTRY GROUP
1939-1959

Industry ^{1/} Group Code	All Establishments				Establishments With 1-19 Employees ^{2/}			Establishments With 20-99 Employees ^{2/}			Establishments With 100 or More Employees ^{2/}		
	1939	1947	1954	1959	1947	1954	1959	1947	1954	1959	1947	1954	1959
20	11	13	19	21	5	10	10	8	9	10	--	--	1
21	--	--	--	--	--	--	--	--	--	--	--	--	--
22	6	8	8	11	2	2	4	1	2	3	5	4	4
23	6	12	7	6	5	1	2	4	2	1	3	4	3
24	7	31	17	16	29	13	13	2	4	3	--	--	--
25	3	3	2	6	2	1	5	--	--	--	1	1	1
26	1	1	3	6	--	--	3	1	3	1	--	--	2
27	6	7	5	2	6	5	2	1	--	--	--	--	--
28	3	6	4	2	2	--	--	3	3	1	1	1	1
29	--	--	--	1	--	--	--	--	--	1	--	--	--
30	--	--	--	--	--	--	--	--	--	--	--	--	--
31	--	--	--	--	--	--	--	--	--	--	--	--	--
32	3	3	5	9	3	3	7	--	2	2	--	--	--
33	6	1	3	3	--	1	1	1	1	1	--	1	1
34	--	5	6	4	--	3	3	5	3	1	--	--	--
35	5	4	4	6	2	2	4	1	1	1	1	1	1
36	--	--	2	2	--	--	--	--	1	1	--	1	1
37	--	1	4	1	1	4	1	--	--	--	--	--	--
38	--	--	--	--	--	--	--	--	--	--	--	--	--
39	--	3	5	5	3	4	4	--	1	1	--	--	--
Total	57	98	94	101	60	49	59	27	32	27	11	13	15

^{1/} See Appendix Table 1, page 81 for key to industry code.

^{2/} Data not available for 1939.

Source: 1939, 1947, 1954 from U. S. Census of Manufactures; 1959 estimates by the Industrial Development Branch from manuscript of Directory of Manufacturers now in preparation.

the total number of establishments almost doubled, nearly all of the increase coming in the 1939-1947 period. There was an actual decline in number of plants between 1947 and 1954 and a slight increase between 1954 and 1959. There has been a slight increase in the number of large plants (those establishments having 100 or more employees) between 1947 and 1959. By contrast, a severe decline in the number of the smallest plants (having less than 20 employees) occurred during the 1947-1954 period; most of that loss was recovered by 1959, however. This same trend appears to be reflected in the Planning Area in the period 1939-1954, as shown in Table 7. Comparable data for 1958 are not available.

There is a higher proportion of plants in Floyd County (41.5 per cent) employing 20 or more employees than in the State as a whole (32.0 per cent). A check of the current roster of Floyd County manufacturers against comparable information for 1947 reveals that five textile mills with a total employment of 3,000 persons are no longer operating there. Four stove plants (350 employees), three lumber mills, three feed mills, and three bakeries (totaling approximately 250) have also gone out of business. Thus, some 3,600 jobs have disappeared, replaced to some extent by new manufacturing operations. A once thriving industry devoted to the manufacture of stoves is now represented by only one plant. The most recent changes in the manufacturing complex include a substantial expansion by the pulp mill, establishment of a new metal fabricating plant, and the closure just announced of another metal fabricator.

Among specific industry groups in Floyd County, the pulp, paper and paper products industry showed the greatest increase in large-size plants, with two reported in 1959. In the largest employee category there are four textile mills, three apparel plants, one each in food, furniture, chemicals, primary metals, machinery, and electrical machinery. In the medium size plants (20-100 employees) food is the dominant industry with 10 installations. Other categories in this size with more than one plant include textile mills, lumber, and stone, clay and glass. In the smallest size, lumber and food are the most numerous, with several plants in stone, clay and glass, furniture, apparel, machinery, pulp and paper, fabricated metals, and miscellaneous manufacturing groups.

Largest increases in the actual number of installations between 1939 and 1959 occurred in the food and lumber industries, although the latter showed

quite a decline from its peak 1947 position. Absolute declines were registered in the printing and publishing and chemical industries, and between 1947 and 1959 in the apparel and fabricated metal industries. Areas of modest growth are found in the textile, furniture, pulp and paper, and stone, clay and glass groups.

In 1939 three of the four furniture and fixture manufacturing plants in the Planning Area were located in Floyd County. Six of the seven Area primary metals industries also were in Floyd and five of the six machinery plants.

Polk County had the only tobacco manufacturer in the Planning Area in 1947; but seven years later this establishment had gone out of business. By 1947 only two primary metals industries still remained in the Area--one in Floyd. Five of the six Area fabricated metals industries in 1947 and one of the two transportation equipment plants were in Floyd.

The only stone, clay and glass products establishment reported for the Area in 1954 was located in Chattooga County. By 1954 Floyd County had over half of the food manufacturing plants in the Area, six of the seven fabricated metals, both of the electrical machinery and all the transportation equipment plants.

Included in the Appendix are tables identifying industry groups, and establishments by industry group and by size for all counties in the Planning Area.

Table 7

MANUFACTURING ESTABLISHMENTS IN THE PLANNING AREA
BY MAJOR INDUSTRY GROUP
1939-1954

Industry ^{1/} Group Code	All Establishments			Establishments With 1-19 Employees ^{2/}		Establishments With 20-99 Employees ^{2/}		Establishments With 100 or More Employees ^{2/}	
	1939	1947	1954	1947	1954	1947	1954	1947	1954
20	25	30	36	21	27	9	9	--	--
21	--	1	--	1	--	--	--	--	--
22	22	30	37	7	4	4	14	19	19
23	24	67	25	45	8	16	9	6	8
24	52	146	63	133	57	13	6	--	--
25	4	5	3	4	2	--	--	1	1
26	2	3	6	--	1	3	5	--	--
27	12	17	12	15	11	2	1	--	--
28	10	11	9	5	2	4	5	2	2
29	--	--	--	--	--	--	--	--	--
30	--	--	1	--	--	--	1	--	--
31	--	--	--	--	--	--	--	--	--
32	8	12	15	9	8	2	6	1	1
33	7	2	5	--	3	2	1	--	1
34	--	6	7	1	4	5	3	--	--
35	6	7	6	3	3	3	1	1	2
36	--	--	2	--	--	--	1	--	1
37	--	2	4	2	4	--	--	--	--
38	--	--	--	--	--	--	--	--	--
39	--	3	7	3	6	--	1	--	--
Total	172	342	238	249	140	63	63	30	35

^{1/} See Appendix Table 1, page 81 for key to industry code.

^{2/} Data not available for 1939.

Source: U. S. Census of Manufactures

PERSONAL INCOME

Per Capita Income

While total personal income of Floyd County citizens nearly tripled between 1940 and 1950, a considerable portion of the gain is attributed to inflation. Personal income in Floyd County amounted to \$41,000,000 in 1940 and \$71,000,000 in 1950, as shown in Table 8 (measured in constant dollars). The Planning Area's income rose from \$91,000,000 to \$168,000,000 in that period, while Georgia's rose from \$1,770,000,000 to \$3,414,000,000.

Per capita income (in constant dollars) in Floyd County rose from \$730 in 1940 to \$1,128 in 1950, a 55 per cent increase--lower than the percentage of gain for any other unit in Table 8, except the nation's 46 per cent gain (\$993 per capita income in 1940 and \$1,450 in 1950). The Planning Area, with \$548 per person in 1940 and \$938 by 1950, had a 71 per cent gain, while Georgia advanced 74 per cent and the Tri-State Region 75 per cent.

Percentages by Source

The most important segment of the Floyd County economy is manufacturing, which contributed 30.9 per cent of the total income in 1940 and 29.5 per cent in 1950. (See Table 9.) While "Other Sources" constituted the largest item in both years, it consists principally of proprietor's income, which cannot be distributed among the other income groups. Trade, including both wholesale and retail, made the largest advance between 1940 and 1950, representing 11.2 per cent of all income in the latter year. Small increases were recorded by services, government, and finance, insurance and real estate.

By contrast, the Planning Area showed income advances in the trade and construction segments, while manufacturing and "other" were the largest gainers in Georgia. The nation is the only geographic area listed in Table 9 where agriculture's 1950 share was as high as in 1940, but here, too, manufacturing showed the largest advance. Compared with the comparable four-county area described in Technical Report No. 1, Floyd County showed more decline in manufacturing income, and more percentage gain by trade as well as less income from services.

Table 8

PERSONAL AND PER CAPITA INCOME IN SELECTED AREAS

1940-1950

(In 1947-1949 Dollars)

	Personal Income	
	(Millions of Dollars)	
	<u>1940</u>	<u>1950</u>
Floyd County	41	71
Planning Area	91	168
Georgia	1,770	3,414
Tri-State Region	4,768	9,199
United States	131,088	219,332

	Per Capita Income	
	(Dollars)	
	<u>1940</u>	<u>1950</u>
Floyd County	\$730	\$1,128
Planning Area	548	938
Georgia	568	988
Tri-State Region	536	939
United States	993	1,450

Source: Survey of Current Business; estimates for Floyd County and Planning Area by Industrial Development Branch

Table 9

PERSONAL INCOME BY SOURCE IN SELECTED AREAS

1940 and 1950

(Stated as Per Cent of Income)

	<u>Floyd County</u>		<u>Planning Area</u>		<u>Georgia</u>		<u>Tri-State Region</u>		<u>United States</u>	
	<u>1940</u>	<u>1950</u>	<u>1940</u>	<u>1950</u>	<u>1940</u>	<u>1950</u>	<u>1940</u>	<u>1950</u>	<u>1940</u>	<u>1950</u>
Agriculture	5.1	4.0	12.5	9.5	15.2	10.1	14.7	10.2	7.1	7.1
Mining	0.1	0.0	0.6	0.5	0.2	0.3	1.7	1.2	1.6	1.4
Construction	2.2	2.1	1.8	2.3	2.2	2.9	2.1	3.1	2.2	3.5
Manufacturing	30.9	29.5	32.9	32.8	15.6	18.9	17.0	19.7	19.9	21.9
Transportation	2.0	1.9	2.8	2.7	5.0	4.3	5.2	4.5	4.6	4.4
Communication	0.8	0.6	0.6	0.5	1.0	1.1	0.8	0.9	0.9	1.0
Public Utilities	1.0	1.0	0.7	0.7	1.0	0.8	0.8	0.6	1.1	0.9
Trade (Wholesale and Retail)	8.1	11.2	7.7	9.8	10.5	12.0	10.1	11.4	11.5	12.1
Finance, Insurance and Real Estate	1.7	2.0	1.3	1.5	2.5	2.4	2.2	2.3	3.1	2.6
Services	5.1	6.0	5.0	5.0	7.0	6.2	6.6	6.0	6.4	6.0
Government	5.2	5.5	5.8	5.8	12.9	11.9	12.8	10.7	10.5	9.2
Other Sources	37.7	36.2	28.3	28.8	26.9	29.1	26.0	29.4	31.1	29.9

Source: Georgia, Tri-State, Nation from Personal Income by States since 1929, U. S. Department of Commerce;
Floyd County and Planning Area estimated by Industrial Development Branch.

FINANCIAL RESOURCES

Floyd County has three commercial banks, the oldest founded in 1877 and the youngest formed in 1945. The county also has two savings and loan institutions, one reportedly the third oldest in Georgia, having been established in 1911.

The tremendous growth in the assets of Floyd County's savings and loan associations since 1945 is an outstanding facet of the Planning District's recent economic development.

Viewed on a constant dollar base, the assets of Floyd County's three commercial banks have shown no absolute growth when 1945 is compared with 1959. (See Table 10.) It has apparently taken the last nine years for the banks to recoup the substantial decline in assets incurred between 1945 and 1950. The large increase in assets between 1940 and 1945 reflects the forced savings of the war period and the advent of the third banking institution. While bank holdings of U. S. Government securities declined some \$12,300,000 over the period from 1945 to 1959, loans increased \$9,500,000. Most of these loans, obviously, were of less than five-year duration.

In the post-war period, the increase in time deposits almost offsets the \$2,400,000 decline in demand deposits of the banking institutions. A sizeable increase in capital, surplus and undivided profits of nearly \$700,000 is indicated, enlarging the lending capacity of all three banks.

By contrast, the assets of the two savings and loan associations (see Table 11) have grown tremendously. These institutions have added some \$14,000,000 in assets, increasing loans by over \$13,000,000 between 1945 and 1959. Savings deposits of these associations increased only \$12,700,000 in the same period. In 1959, assets of the two savings and loan associations were more than 50 per cent of the other commercial banks, while in 1945 they amounted to slightly more than 10 per cent. Loans of these institutions are largely made on residences, although mortgages on some commercial property also are included in their portfolios.

Insurance

Rome and Floyd County have an additional financial asset in State Mutual Insurance Company which is domiciled there. Founded in 1936, the home office at Rome presently employs 36 people. The company specializes in weekly premium and ordinary life insurance in Georgia, Florida, and South Carolina.

Table 10

ASSETS AND LIABILITIES OF FLOYD COUNTY COMMERCIAL BANKS

1940-1959

(In Thousands of 1947-1949 Dollars)

<u>Assets</u>	<u>1940</u>	<u>1945</u>	<u>1950</u>	<u>1955</u>	<u>1959</u>
Cash	3,085	7,812	6,563	7,829	7,380
U. S. Government Obligations	823	21,262	9,551	8,561	8,959
Municipal Bonds	1,840	966	1,878	3,207	3,108
Loans and Discounts	7,232	5,043	10,188	12,134	14,650
Other	<u>443</u>	<u>259</u>	<u>280</u>	<u>478</u>	<u>930</u>
Total	13,423	35,342	28,460	32,209	35,027
 <u>Liabilities</u>					
Demand Deposits	7,187	19,968	15,574	18,088	17,566
Time Deposits	3,824	7,502	5,760	6,493	9,851
Deposits of Federal, State and Local Governments and Other Banks	-	6,299	5,358	4,040	3,831
Capital, Surplus and Undivided Profits	1,280	1,295	1,233	1,532	2,005
Other	<u>1,132</u>	<u>278</u>	<u>535</u>	<u>2,056</u>	<u>1,774</u>
Total	13,423	35,342	28,460	32,209	35,027

Table 11

ASSETS AND LIABILITIES OF FLOYD COUNTY SAVINGS AND LOAN ASSOCIATIONS

1940-1959

(In Thousands of 1947-1949 Dollars)

<u>Assets</u>	<u>1940</u>	<u>1945</u>	<u>1950</u>	<u>1955</u>	<u>1959</u>
Cash	86	138	222	1,055	446
U. S. Government Obligations	-	1,297	464	869	1,337
Other Securities	30	41	84	227	265
Loans	3,189	2,172	5,775	12,759	15,238
Other	<u>15</u>	<u>-</u>	<u>19</u>	<u>264</u>	<u>368</u>
Total	3,320	3,648	6,564	15,174	17,654

Liabilities

Savings	2,595	3,410	5,645	12,767	16,102
Reserves and Undivided Profits	122	222	320	819	1,206
Advances from Federal Home Loan Bank	284	-	485	1,398	161
Other	<u>319</u>	<u>16</u>	<u>113</u>	<u>190</u>	<u>185</u>
Total	3,320	3,648	6,564	15,174	17,654

Its growth since 1936 has been substantial, with \$2,102,000 of insurance in force in 1936, \$8,125,000 in 1940, and \$47,602,000 in 1959 (measured in current dollars). The funds available for mortgage investment have grown (see Table 12) from \$1,040,000 in 1945 to \$3,228,000 in 1959, measured in constant dollars, and assets have increased from \$1,810,000 in 1945 to almost \$5,000,000 in 1959.

Table 12

ASSETS AND INSURANCE IN FORCE
OF STATE MUTUAL INSURANCE COMPANY

1945-1959

(In Thousands of 1947-1949 Dollars)

	<u>1945</u>	<u>1950</u>	<u>1955</u>	<u>1959</u>
Bonds	255	177	190	215
Mortgages	1,040	1,852	3,059	3,228
Total Assets	1,810	2,457	3,944	4,954
Insurance in Force	19,581	21,180	25,999	38,204
Premium Income	627	741	972	1,112

TRADE AND SERVICES

Retail Trade

Floyd County's retail trade has been almost at a standstill in the last decade (1948 to 1958), as Table 13 shows. There has been a very slight increase in number of establishments (from 630 to 632) and a gain in sales volume of only some \$3,000,000, measured on a constant (1947-1949 = 100) dollar basis. The number of employees in this sector of the economy has also shown a very small increase. The expansion of retail payrolls (\$880,000) is somewhat larger, representing 11 per cent of sales in 1958, contrasted to 9.7 per cent of sales in 1948. The number of proprietors in retail trade in 1958 was essentially the same as in 1948.

All sales and payroll values for this sector of the economy, as well as for wholesale trade and services, have been computed on a constant dollar base, with 1947-1949 equalling 100. This gives an accurate measure of the real increases, offsetting inflationary effects. As reported in the Census, the total sales in current dollars for the years were: \$44,538,000 (for 1948), \$51,919,000 (for 1954) and \$57,247,000 (for 1958).

Retail trade establishments between 1948 and 1954 declined substantially, although sales volume held up. The last four years show less sales gain, but an increase in both employment and number of establishments.

Throughout the period under consideration, retail trade activity in Rome represents most of that in Floyd County. While the number of retail establishments in Rome in 1958 was less than in 1948, its share of the county's total retail trade rose. As might be expected, most of the county's retail employment is represented by Rome stores.

No startling changes in the trade pattern of Floyd County and Rome are found in Tables 14 and 15, which show the number of establishments and sales by type of retail business since 1939. The building boom of the late forties is reflected in sales gain by lumber and building materials and establishments; its decline is shown in lower sales reported in 1954 and 1958.

Apparently, the big retail sales decline in 1954 was felt more by the general merchandise group, along with lumber and buildings materials, while sales of automobiles actually increased. Although general merchandise outlets had not recovered their earlier position of 1948, sales by these establishments in 1958 almost equalled automobile sales. Throughout this period food stores dominated the retail sales picture.

Table 13

RETAIL TRADE IN FLOYD COUNTY AND ROME:
ESTABLISHMENTS, SALES, EMPLOYEES
1939-1958

	Floyd County			
	<u>1939</u>	<u>1948</u> ^{1/}	<u>1954</u>	<u>1958</u>
Total Establishments	504	630	598	632
Total Sales ^{2/}	23,796	43,325	45,226	46,354
Annual Payroll ^{2/}	2,377	4,215	4,705	5,091
Paid Employees ^{3/}	1,725	2,608	2,493	2,766
Proprietors ^{4/}	408	644	616	642

	Rome			
	<u>1939</u>	<u>1948</u> ^{1/}	<u>1954</u>	<u>1958</u>
Total Establishments	350	460	486	454
Total Sales ^{2/}	21,412	37,624	40,400	43,431
Annual Payroll ^{2/}	2,136	3,878	4,405	4,975
Paid Employees ^{3/}	1,566	2,371	2,324	2,715
Proprietors ^{4/}	272	443	478	418

1/ Revised, as reported in 1954.

2/ Thousands of 1947-1949 dollars.

3/ Work week ended nearest November 15.

4/ Unincorporated businesses only.

Source: U. S. Census of Business

Table 14

RETAIL TRADE IN FLOYD COUNTY
BY TYPE OF BUSINESS

1939-1958

<u>Type of Business</u>	<u>1939</u>		<u>1948</u>		<u>1954</u>		<u>1958</u>	
	<u>No. of Estab.</u>	<u>Sales^{1/}</u>	<u>No. of Estab.</u>	<u>Sales^{1/}</u>	<u>No. of Estab.</u>	<u>Sales^{1/}</u>	<u>No. of Estab.</u>	<u>Sales^{1/}</u>
Food Stores	195 ^{2/}	\$5,227	257	\$9,441	184	\$11,788	161	\$13,069
Eating & Drinking Places	70	869	103	2,154	95	2,763	94	2,470
General Merchandise	13	3,347	47	6,783	21	3,967	40	7,257
Apparel & Accessories	34	2,567	31	3,058	45	3,796	32	3,693
Furniture & Home Furnishings	16	2,000	30	3,453	29	3,242	42	3,550
Automotive Dealers	17	3,673	28	6,466	38	8,032	46	7,675
Gasoline Service Stations	93	1,657	70	2,305	74	3,280	115	4,504
Lumber, Building Materials, Hardware	15	1,178	25	5,046	18	3,414	17	1,886
Drug	15	864	16	1,331	13	1,264	20	1,972
Other Retail	36	2,414	59	3,341	57	3,214	65	3,988
Nonstore Retailers	--	--	36	54	24	291	31	536

^{1/} In thousands of 1947-1949 dollars.

^{2/} Includes general stores with food sales.

Source: U. S. Census of Business

Table 15

RETAIL TRADE IN ROME
BY TYPE OF BUSINESS
1939-1958

<u>Type of Business</u>	<u>1939</u>		<u>1948</u>		<u>1954</u>		<u>1958</u>	
	<u>No. of Estab.</u>	<u>Sales^{1/}</u>	<u>No. of Estab.</u>	<u>Sales^{1/}</u>	<u>No. of Estab.</u>	<u>Sales^{1/}</u>	<u>No. of Estab.</u>	<u>Sales^{1/}</u>
Food Stores	124 ^{2/}	\$3,934	161	\$7,170	131	\$9,630	82	\$10,537
Eating & Drinking Places	55	806	79	1,942	77	2,143	66	1,983
General Merchandise	12	--	21	5,401	13	3,333	21	6,262
Apparel & Accessories	34	2,566	30	--	45	3,796	30	--
Furniture & Home Furnishings	15	--	28	--	27	--	39	--
Automotive Dealers	17	3,671	27	--	36	--	39	6,883
Gasoline Service Stations	43	1,036	44	1,809	62	2,743	75	3,333
Lumber, Building Materials, Hardware	8	1,163	21	--	14	3,031	13	--
Drug	12	789	12	1,167	9	1,102	14	1,564
Other Retail	30	2,313	53	3,239	54	--	56	3,708
Nonstore Retailers	--	--	16	24	18	201	19	410

^{1/} In thousands of 1947-1949 dollars.

^{2/} Includes general stores with food sales

Source: U. S. Census of Business

Appendix Table 6 contains additional details on payrolls, proprietors, and employees of these establishments, by type of business. General merchandise stores account for the largest employment, followed by food stores and eating and drinking places.

Retail Trade Area

A thorough analysis of the trade area dominated by Rome is depicted in Map 1. Based on calculations involving the ratio of the populations of and distances to major trade centers, this diagram indicates the extent and influence of Rome's retail trade establishments. These measurements have been drawn with reference to other specified localities.

Data compiled by the Industrial Development Branch, shown in Table 16, demonstrate the probable pull of Rome as a trading center in competition with Atlanta, Anniston (Alabama), Chattanooga (Tennessee), and Gadsden (Alabama). The result of this research has been expressed as that percentage of retail trade in the area which Rome can expect to pull (see Map 1) from 10 per cent of the trade at the most distant points up to 90 per cent of the trade in the territory immediately surrounding Rome. Because of the influence of both Atlanta and Chattanooga, the trade area in which Rome is the dominant center has an oblong shape along a northeast-southwest axis.

As can be seen, Atlanta exerts the greatest pull. To Atlanta, for example, Rome loses 62 per cent of the trade from Cedartown, but to Anniston and Gadsden only 11 and 20 per cent, respectively. In competition with Chattanooga, Rome is favored both by topography and less population disparity. An improved road system might reduce Rome's share of trade in this area by making other population centers more accessible.

In further efforts to test and refine these conclusions, a survey was made of the distribution of charge accounts of the principal Rome retail outlets based on a sample of over 32,000 charge accounts. Map 2 shows the distribution of all charge accounts held at major stores (such as department, furniture, and appliance) showing the area in terms of counties, not communities. Table 17 shows a percentage distribution of charge accounts only in 50 different communities in the 20-county trade area. Over 98 per cent of the accounts are concentrated within a six-county area. This survey supports the assumptions concerning Rome's retail trade area, except that stores in certain lines in some of the intermediate cities compete harder for the business.

Table 16

PROPORTION OF TRADE WHICH ROME AND COMPETING CENTERS
ATTRACT FROM INTERMEDIATE CITIES

<u>Competing Center</u>	<u>Intermediate City</u>	<u>Per Cent of Trade Attracted</u>	
		<u>By Rome</u>	<u>By Competing Center</u>
Atlanta	Cartersville	11	89
Atlanta	Cedartown	38	62
Atlanta	Dallas	4	96
Atlanta	Canton	4	96
Atlanta	Jasper	5	95
Anniston	Cedartown	89	11
Chattanooga	Summerville	45	55
Chattanooga	La Fayette	9	91
Chattanooga	Calhoun	38	62
Chattanooga	Dalton	12	88
Chattanooga	Chatsworth	13	87
Gadsden	Cedartown	80	20
Gadsden	Centre (Alabama)	18	82

ROME RETAIL TRADE AREA - 1960

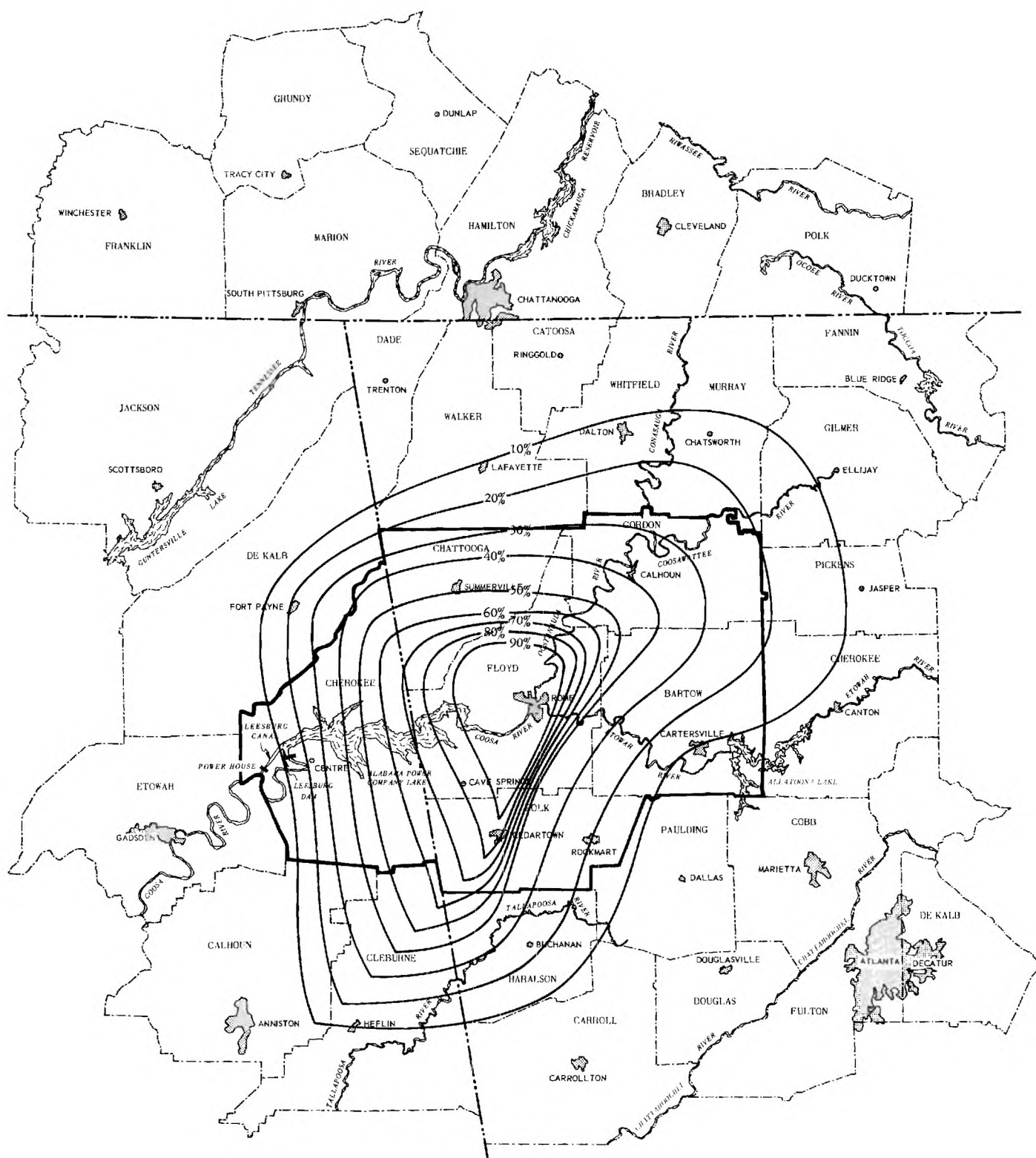


Table 17

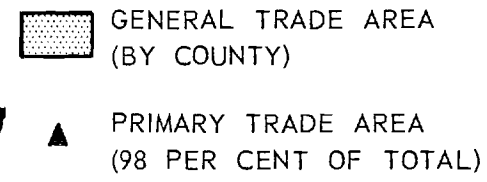
DISTRIBUTION OF ROME RETAIL STORE CHARGE ACCOUNTS

1960

(By Post Office Mailing Address)

	<u>Per Cent of Total Charge Accounts</u>		<u>Per Cent of Total Charge Accounts</u>
Acworth	0.02	Galesville (Alabama)	0.24
Adairsville	1.45	Jamestown (Alabama)	0.04
Aragon	0.70	Jasper	0.07
Atco	0.07	Kingston	0.71
Austell	0.03	La Fayette	0.18
Blue Ridge	0.03	Lindale	4.07
Bremen	0.07	Lyerly	0.78
Buchanan	0.04	Marietta	0.21
Calhoun	2.32	Menlo	0.21
Canton	0.06	Piedmont (Alabama)	0.04
Cartersville	0.55	Plainville	0.48
Cassville	0.04	Pratersville	0.01
Cave Spring	1.33	Ranger	0.05
Cedar Bluff (Alabama)	0.24	Rockmart	1.86
Cedartown	2.33	Rome	72.25
Centre (Alabama)	0.62	Shannon	1.79
Chatsworth	0.05	Silver Creek	1.33
Collinsville (Alabama)	0.05	Sugar Valley	0.05
Dallas	0.02	Summerville	2.95
Dalton	0.23	Tallapoosa	0.06
Douglasville	0.02	Taylorsville	0.12
Esom Hill	0.03	Trenton	0.03
Ellijay	0.04	Trion	1.84
Fairmont	0.06	Walnut Grove	0.02
Fort Payne (Alabama)	0.17	White	0.03

CHARGE ACCOUNTS - 1960



Rome department stores appear to exert the greatest pull and help create a large market for local specialty stores. These samplings and estimates underscore a wide area needing further study and areas where extra efforts on the part of Rome merchants could be put to good advantage. Improvements in merchandising practices, expansion of parking facilities, and the stocking of greater varieties of merchandise could be investigated as methods of helping Rome retailers compete against traffic-congested metropolitan areas.

Wholesale Trade

The substantial growth of wholesale trade in Floyd County is reflected in Table 18. The number of establishments nearly tripled between 1939 and 1958, increasing from 31 to 87, and the sales total almost quadrupled from \$9,401,000 to \$33,096,000 (measured in constant dollars). As in other segments of the trade economy, the number of workers and amount of payroll increased even more.

Table 18

WHOLESALE TRADE IN FLOYD COUNTY: ESTABLISHMENTS, SALES, EMPLOYEES

1939-1958

	<u>1939</u>	<u>1948</u>	<u>1954</u>	<u>1958</u>
Total Establishments	31	57	72	87
Total Sales ^{1/}	9,401	24,157	30,802	33,096
Annual Payroll ^{1/}	468	1,119	1,562	1,857
Paid Employees ^{2/}	171	395	478	523
Proprietors ^{3/}	14	29	36	52

1/ Thousands of 1947-1949 dollars.

2/ Work week ended nearest November 15.

3/ Unincorporated businesses only.

Source: U. S. Census of Business

In the most recent period which can be measured, the growth of nonmerchant wholesalers is significant. Including sales branches and offices, agents, and brokers, this group presently numbers 28, with sales of \$12,300,000, contrasted to only five in 1948 with sales of \$4,424,000. (See Table 19.) Merchant wholesalers increased in number of establishments but not as substantially, although their sales showed a sizeable increase between 1954 and 1958, while sales for "Other Types" actually declined in that period.

Table 19

WHOLESALE TRADE IN FLOYD COUNTY:
ESTABLISHMENTS AND SALES BY TYPE OF BUSINESS
1948-1958

	No. of Establishments			Sales (Thousands of 1947-1949 Dollars)		
	1948	1954	1958	1948	1954	1958
Merchant Wholesalers ^{1/}	35	47	59	13,956	17,312	20,796
Other Types ^{2/}	22	25	28	10,201	13,490	12,300

1/ Establishments which take title to goods they sell.

2/ Includes manufacturers sales branches and offices, agents, brokers, etc.

Source: U. S. Census of Business

Wholesale Trade Area

A survey of the principal merchant wholesale establishments in Floyd County indicates that these firms have substantial customer accounts in 34 counties. Four of these are in Alabama and two in Tennessee. Chatham and Clarke counties are the most removed Georgia counties.

Over 96 per cent of the wholesale trade activity of Floyd County firms is concentrated in 16 counties immediately surrounding Floyd. (See Map 3 and Table 20.) As might be expected, business in Floyd County accounts for nearly 40 per cent, with one-third more carried on in Whitfield, Gordon, Polk, and Bartow counties. The principal lines of wholesale business handled from Rome are in paper and allied products, food, hardware, and building and plumbing supplies.

Table 20
 PRIMARY WHOLESALE TRADE AREA OF FLOYD COUNTY ESTABLISHMENTS
 1960
 (Percentage of Total Trade)

<u>County</u>	<u>Per Cent</u>
Floyd	38.49
Whitfield	11.83
Gordon	8.78
Polk	7.23
Bartow	5.32
Cherokee (Alabama)	4.03
Chattooga	3.79
Carroll	2.93
DeKalb (Alabama)	2.93
Haralson	2.26
Cobb	1.73
Cherokee	1.61
Fannin	1.61
Murray	1.55
Walker	1.30
Pickens	<u>1.12</u>
Total	96.51

1960



Service Business

Because of lack of comparability in statistics, it is difficult to determine what has happened in the service segment of Floyd County's economy. From Tables 21 and 22, it appears that the number of service establishments has grown at an increased rate since 1948, with 300 such businesses reported in 1958. Employment in this line, however, has declined despite the increase in number of businesses, while the number of proprietors has grown in direct relation to the business operations, reflecting the personal-proprietary nature of the industry.

Despite the decline in employment, a slight payroll increase has been experienced. Receipts for all services, down in 1954 from earlier years, had recovered somewhat by 1958, measured in terms of 1947-1949 dollars. There would appear to be more room in Floyd County for additional owner-operated businesses providing services to other firms and individuals.

Rome has become less dominant in Floyd County's service industry, accounting for only 227 of the 300 such establishments in 1958, contrasted to 90 of 121 in 1939. However, in terms of receipts and total employment, the portion of this business in Rome is still dominant in Floyd County's total.

Table 21

ALL SERVICES^{1/} IN FLOYD COUNTY: ESTABLISHMENTS, RECEIPTS, EMPLOYEES
1948-1959

	<u>1948</u> ^{2/}	<u>1954</u>	<u>1958</u>
Total Establishments	178	234	300
Total Receipts ^{3/}	3,133	3,807	4,241
Annual Payroll ^{3/}	1,102	1,029	1,144
Paid Employees ^{4/}	752	659	720
Proprietors ^{5/}	175	231	308

1/ Includes "Personal" and "Business" services, auto repair service and garages, miscellaneous repair services, amusements, recreation services, motion pictures, hotels, motels, and tourist courts.

2/ Estimated by Industrial Development Branch.

3/ Thousands of 1947-1949 dollars.

4/ Work week ended nearest November 15.

5/ Unincorporated businesses only.

Source: U. S. Census of Business

Table 22

PERSONAL AND BUSINESS SERVICES^{1/} IN FLOYD COUNTY:
ESTABLISHMENTS, RECEIPTS, EMPLOYEES
1939-1954

	<u>1939</u>	<u>1948</u>	<u>1954</u>
Total Establishments	121	157	196
Total Receipts ^{2/}	1,141	2,360	2,456
Annual Payroll ^{2/}	380	871	770
Paid Employees ^{3/}	344	608	469
Proprietors ^{4/}	115	155	198

1/ Includes "Personal" and "Business" services, auto repair services, and garages, and miscellaneous repair services.

2/ Thousands of 1947-1949 dollars.

3/ Work week ended nearest November 15.

4/ Unincorporated businesses only.

Source: U. S. Census of Business

At that time, as Table 25 shows, 2,790 had central heat, 11,195 had mechanical refrigeration, 6,445 used gas for cooking, 3,530 used electricity for cooking, 15,505 had radios, but only 205 had television.

Of the 4,559 nonfarm dwelling units in Floyd County in 1950, 641 were valued at over \$10,000. Figures in Table 26 on values in 1940 and 1950 are not comparable because of differences in dollar values; building costs in 1950 were some 75 per cent higher than in 1940 (contrasted to a 70 per cent difference in the consumer price index.) A higher proportion (35.2 per cent) of the owner-occupied nonfarm units had mortgages in 1950, and the median contract monthly rent amounted to \$18.41.

Current Needs

In an effort to determine the distribution of post-war building activities, local real estate developers were interviewed. The consensus was that the major areas of recent housing construction are along the northwestern fringe beyond the Rome city limits, and the western section of Rome extending beyond the city limits, the northeastern sector along the city limits, and south beyond the city limits.

Current building costs of single unit residences range from \$9 to \$10 per square foot and from \$8 to \$10 per square foot for commercial structures, depending upon the size. The pressing need and demand in residential housing is for six-room single family units in the \$11,000 to \$16,500 bracket. In nonresidential fields, the strongest need was expressed for small shopping centers with supermarkets, drug and general merchandise shops. In these, the optimum size of supermarkets would be about 16,000 square feet, 6,500 square feet for drug, and 8,000 for variety stores. There is, moreover, a requirement that these centers have adequate parking facilities, with a minimum ratio of four square feet of parking for every square foot of store space.

Table 25

HOUSING IN FLOYD COUNTY:
HEATING AND REFRIGERATION EQUIPMENT, COOKING FUEL,
RADIO AND TELEVISION

1940 and 1950

	<u>1940</u>	<u>1950</u>
All Occupied Dwelling Units	13,811	16,343
Heating Equipment		
Central heat	927	2,790
Other or none	12,140	13,515
Not reported	744	38
Refrigeration Equipment		
Mechanical	4,971	11,195
Ice	4,750	3,400
Other or none	3,612	1,410
Not reported	478	338
Cooking Fuel		
Coal	655	560
Wood	8,524	4,280
Gas	1,848	6,445
Liquid fuel	1,448	1,275
Electricity	950	3,530
Other fuel	1	195
None	54	30
Not reported	331	28
Radio		
With radio	9,424	15,505
Without radio	3,652	685
Not reported	735	153
Television		
With television	--	205
Without television	--	15,910
Not reported	--	228

Source: U. S. Census of Housing

Table 26

HOUSING IN FLOYD COUNTY: VALUES AND RENTS
1940 and 1950

	<u>1940</u>		<u>1950</u>
All Owner-Occupied Nonfarm Dwelling Units	2,744		4,559
<u>Values</u>			
Under \$500	212	Under \$2,000	487
\$500 to \$999	462	\$2,000 to \$2,999	588
1,000 to 1,999	652	3,000 to 3,999	606
2,000 to 2,999	487	4,000 to 4,999	464
3,000 to 3,999	280	5,000 to 5,999	500
4,000 to 4,999	160	6,000 to 7,499	598
5,000 to 5,999	137	7,500 to 9,999	399
6,000 to 7,499	99	10,000 to 14,999	383
7,500 to 9,999	59	15,000 to 19,999	133
10,000 and over	54	20,000 and over	125
Not reported	142	Not reported	276
Per Cent Owner-Occupied Dwelling Units with Mortgages	33.9		35.2
Median Contract Monthly Rent of Renter-Occupied Nonfarm Dwelling Units	\$10.08		\$18.41

Source: U. S. Census of Housing

AGRICULTURE

Agriculture's importance to the economy of Floyd County has declined substantially since 1940, as indicated in Technical Report No. 1. Although agriculture accounted for 14 per cent of Floyd's employment in 1940, it represented but 9 per cent in 1950 and only slightly over 6 per cent in 1959.

Similarly, agricultural employment in the Planning Area has dropped from 29 per cent in 1940 to 20 per cent in 1950 and 13 per cent in 1959.

While farm employment, as defined by the Census of Agriculture, shows a slight gain from 1949 to 1954,^{1/} in both Floyd County and the six-county Planning Area (see Table 27), the increase is too small to reverse the trend in employment ratios, since the labor market is rapidly expanding. It is notable, too, that this development is contrary to the trend in Georgia, which shows quite a drop in farm employment. The number of farms declined substantially in this period, with 500 disappearing in Floyd County and over 2,500 in the Planning Area, 33,000 in Georgia and nearly 100,000 in the Tri-State Region, while the number of commercial farms likewise dropped. As the number of farms declined, there has been a corresponding rise in value of land and buildings in Floyd County.

The proportion of Floyd County's land area in farms, nearly two-thirds, shows a decrease of about one-sixth from 1949 to 1954. (See Table 28.) Of the farmland, over half is in woodland, slightly more than one-third in cropland and about one-twelfth in plowable pasture. For the Planning Area, the proportions are a little more balanced, with 48 per cent in woodland and 38 in cropland. Of the county's total, some 22,000 acres are in the Game Management Area of Berry Schools, and a small portion in the Chattahoochee National Forest. The Forest also embraces about 120,000 acres in Chattooga County and 7,000 in Gordon County, while a large part of Allatoona Lake is contained within Bartow County.

Cash farm income, as well as all farm income, was higher in 1954 than in 1949, even when converted to constant dollars, as Table 29 shows. Some \$2,590,000 in sales of crops and livestock and in government subsidies were realized by Floyd County farmers in 1954, with a total income (including home consumption of farm products) of \$3,010,000. However, Floyd County

^{1/} In the case of agriculture, 1954 data are the most recent reliable statistics available.

Table 27

FARM EMPLOYMENT, NUMBER AND VALUE OF FARMS
SELECTED AREAS

1949 and 1954

	<u>Floyd County</u>	<u>Six-County Planning Area</u>	<u>Georgia</u>	<u>Tri-State Region</u>	<u>United States</u>
Farm Employment					
1949	2,605	15,407	326,347	951,317	8,538,064
1954	2,802	16,759	265,029	960,976	9,597,343
Total Number of Farms					
1949	2,159	11,742	198,191	641,334	5,382,162
1954	1,651	9,170	165,485	545,845	4,782,416
Number of Commercial Farms					
1949	818	6,251	122,395	378,830	3,706,000
1954	701	5,000	101,871	321,437	3,327,617
Value of Land and Buildings (Average per farm)					
1949	\$5,529	<u>1/</u>	\$5,336	<u>1/</u>	\$13,983
1954	\$8,107	<u>1/</u>	\$7,909	<u>1/</u>	\$20,405

1/ Not available for this area.

Source: Census of Agriculture; Statistical Abstract of the United States

Table 28

FARM LAND USE IN SELECTED AREAS

1949 and 1954

	<u>Floyd County</u>	<u>Six-County Planning Area</u>	<u>Georgia</u>	<u>Tri-State Region</u>	<u>United States</u>
Total Land Area (Thousands of Acres)	329	1,641	37,429	96,869	1,904,000
Proportion of Total Land Area in Farms					
1949	76.2	75.4	68.8	67.3	60.9
1954	64.3	65.0	64.2	64.5	60.8
Proportion of Farm Land in:					
Cropland					
1949	37.0	40.7	40.7	44.7	41.2
1954	35.3	38.4	37.2	40.7	38.8
Pasture					
1949	19.6	17.3	26.5	31.1	53.5
1954	28.8	24.0	32.7	37.9	55.9
Woodland					
1949	53.7	48.6	51.6	44.3	19.0
1954	51.4	48.5	52.8	46.3	17.0

Source: Census of Agriculture

Table 29

AGRICULTURAL INCOME IN SELECTED AREAS

1949 and 1954

(In Millions of 1947-1949 Dollars)

	<u>Floyd County</u>	<u>Six-County Planning Area</u>	<u>Georgia</u>	<u>Tri-State Region</u>
Cash Farm Income ^{1/}				
1949	2.11	13.34	351.51	948.61
1954	2.59	17.04	382.09	923.74
Total Farm Income ^{2/}				
1949	2.59	16.37	431.28	1,163.86
1954	3.01	19.82	444.53	1,074.68

1/ Includes crop and livestock sales and government subsidies.

2/ Cash farm income and home consumption.

Source: Estimated by Industrial Development Branch from 1954 Census of Agriculture; comparable total for United States not available.

farm income represents less than one per cent of the State total. In the Planning Area, a similar increase in income was noted, but at that, area farm income only amounted to \$17,040,000 in 1954.

The importance of livestock and livestock products to farm income is shown in Table 30. This item represented over 54 per cent of the value of all farm products sold in 1954 by Floyd County farmers, but only 35 per cent in the Planning Area and 42 per cent in Georgia. The importance of broiler production to the Planning Area is reflected in the tremendous increase in value of poultry and poultry products between 1949 and 1954--almost 400 per cent. The growth of this particular phase of agriculture in Floyd County is far less impressive, amounting to less than half that in the area.

Trends in Production

Cotton acreage in all counties of the Planning Area is falling, but production has not declined as rapidly, since substantial gains in yield per acre are being achieved. It is estimated that Floyd County had a 112 per cent increase in cotton production between 1954 and 1959.

In major farm crops and livestock products, Floyd ranks 33rd in the State in broiler production, with Gordon 21st, Bartow 27th, and Chattooga 38th. Cotton and cottonseed are responsible for nearly all income from crops in Chattooga, Polk, and Bartow. The last-named in 1955 ranked third in Georgia in bales of cotton produced.

Important to the area is the Northwest Georgia Branch Experiment Station, established in Gordon County near Calhoun during 1951. Containing 350 acres in crop and pasture land, the station is engaged in projects to help farmers adjust to drastic changes in farm management resulting from sharply reduced cotton allotments.

Table 30

VALUE OF FARM PRODUCTS IN SELECTED AREAS

1949 and 1954

(Thousands of 1947-1949 Dollars)

	<u>Floyd County</u>	<u>Six-County Planning Area</u>	<u>Georgia</u>	<u>Tri-State Region</u>
All Crops				
1949	\$1,028	\$ 9,490	\$229,256	\$ 580,718
1954	1,068	10,671	212,527	550,820
Field Crops				
1949	930	9,219	209,548	538,880
1954	991	10,416	189,972	506,769
Vegetables				
1949	49	105	9,754	16,330
1954	11	71	7,727	14,034
Fruits & Nuts				
1949	12	119	5,177	11,007
1954	48	165	10,982	17,537
Horticultural				
1949	37	47	4,777	14,501
1954	18	19	3,846	12,480
All Livestock & Livestock Products				
1949	1,057	3,683	117,809	355,877
1954	1,489	6,174	165,286	388,709
Dairy Products				
1949	499	1,360	23,570	87,145
1954	546	1,574	27,392	90,201
Poultry & Poultry Products				
1949	236	727	44,226	69,304
1954	585	2,988	82,969	127,869
Livestock & Livestock Products				
1949	322	1,596	50,013	199,428
1954	358	1,612	54,925	170,639
Forest Products				
1949	139	606	21,453	35,635
1954	175	407	12,801	23,274
Total Farm Products Sold				
1949	2,224	13,779	368,518	972,230
1954	2,732	17,252	390,614	962,803

Source: Census of Agriculture

FORESTRY

Sixty per cent of the total land area in the six-county Planning Area is covered by commercial forests. (See Table 31.) This figure is slightly less than comparable estimates for Floyd County alone (63.5) and for Georgia (64.4), but a little above the Tri-State Region (58.8) and more than double the nation (25.4). This estimate for the Planning Area represents a considerable increase in forest area over the 50.9 per cent reported in a previous survey made in 1935-36. The 1951-53 survey, the latest data available, also indicates that approximately 95 per cent of the forest land in the Planning Area is privately held.

Table 31
COMMERCIAL FOREST LAND IN SELECTED AREAS
1951-1953
(In Thousands of Acres)

	<u>Total Land Area</u>	<u>Commercial Forest</u>	<u>Percentage in Commercial Forest</u>
Floyd County	329	207	63.5
Six-County Planning Area	1,649	996	60.4
Georgia	37,681	23,969	64.4
Tri-State Region	97,121	57,114	58.8
United States	1,903,824	484,340	25.4

Source: Forest Resurvey, 1951-53, U. S. Department of Agriculture, Forest Service

In recent years, the character of the forest area in North Georgia has undergone considerable change. The trend to larger hardwood stands is revealed in a 42 per cent hardwood representation in 1951-1953, contrasted to only 29 per cent in 1936. Selective cutting of pine in mixed stands permits the hardwood to take over. Another trend is toward utilization of smaller trees, with sawtimber showing a steady decline in size during the last two decades.

Forestry employment in the Planning Area appears to be quite small. While exact figures on employment in forestry are not available, Census data, combining employment in forestry and fisheries, shows 47 persons engaged full time in some phase of forest activities in the Planning Area in 1950. The bulk of forestry employment appears in the Census under manufacturing employment, including those employed in logging activities.

Of the selected areas listed in Table 32, only Floyd County shows an increase in value of forest products sold from 1950 to 1954. However, some forestry experts feel that these figures do not reflect all income derived from forest products. The Georgia Agricultural Extension Service estimates that \$407,436 were realized from sales of pulpwood and sawtimber during 1956 in Floyd County, compared to \$201,015 as reported by the 1954 Census. Comparable estimates for Cherokee County, Alabama, are not available, but the 1954 estimate for the five Georgia counties in the Planning Area was \$393,900 by the Census and \$1,106,191 in 1956 by the Extension Service. There can be no doubt that the establishment of a pulp and paper mill in Floyd County in 1954 affected the sale of forest products, but not all the difference between the two figures can be attributed to increased pulpwood sales. Sales of sawtimber in both Floyd County and the five-county area were roughly double that of pulpwood.

Table 32
FOREST PRODUCTS SOLD IN SELECTED AREAS
1950 and 1954
(In Thousands of 1947-1949 Dollars)

	<u>1950</u>	<u>1954</u>
Floyd County	138.3	175.1
Six-County Planning Area	599.8	406.8
Georgia	21,244.4	12,801.7
Tri-State Region	35,288.1	23,420.4
United States	130,845.3	113,613.2

Source: U. S. Census of Agriculture

Data on production of forest products in small areas are almost impossible to obtain because of the many small producers and varied marketing outlets. Estimates on sawtimber production in small areas are considered particularly unreliable. The sawtimber cut in the Planning Area in the 1951-1953 period appears to have been some 64-million board feet (see Table 31), the majority being cut in Floyd County and Cherokee County, Alabama. The six-county Planning Area total represents only some two per cent of the State's total.

Table 33

SAWTIMBER CUT BY COUNTY
ANNUAL AVERAGE, 1951-1953
(In Millions of Board Feet)

	<u>Softwood</u>	<u>Hardwood</u>	<u>Total</u>
Floyd	14.6	2.3	16.9
Bartow	1.5	1.4	2.9
Chattooga	5.0	---	5.0
Gordon	8.4	---	8.4
Polk	8.4	0.7	9.1
Cherokee, Alabama ^{1/}	<u>13.5</u>	<u>8.7</u>	<u>22.2</u>
Six-County Planning Area	51.4	13.1	64.5
Georgia	2,461.1	568.6	3,029.7

^{1/} Annual cut in 1951 only.

Source: Forest Survey Releases, Forest Service, U. S. Department of Agriculture

Pulpwood production data, on the other hand, are available because of the rather limited markets. Table 34 shows that pulpwood production in Floyd County has grown from 86 standard cords in 1946 to 30,636 cords in 1958. Production in the six-county Planning Area has been even greater, with 2,858 cords in 1946 and 127,202 cords in 1958, reflecting the establishment of a pulp and paper mill in Floyd County. No doubt this area can expect pulpwood production to increase, if efficient forest management is practiced.

Table 34
PULPWOOD PRODUCTION IN SELECTED AREAS^{1/}
1946-1958
(In Standard Cords)

	<u>1946</u>	<u>1951</u>	<u>1958</u>
Floyd County	86	4,523	30,636
Six-County Planning Area	2,858	31,568	127,202
Georgia	1,143,165	2,370,143	3,860,449
Tri-State Region	2,035,117	3,967,765	6,579,175

^{1/} Excludes residue for pulping.

Source: Forest Survey Releases, Forest Service, U. S. Department of
Agriculture

TRANSPORTATION

The data collected for this study indicate that the transportation services have benefited considerably from the changes and advances made in the Rome-Floyd economy over the last 10 years. Very probably, the transportation companies have experienced the greatest actual increases in business of any group in Floyd County, except possibly wholesale trade. While some of the firms may not have kept pace with the growth, those able to provide customer service and quick delivery to major population centers have profited from the stepped-up volume of raw material requirements and additional products exported.

Some authorities anticipate that vehicular travel on interstate and primary Federal highways, now accounting for 55 per cent of all such traffic, will amount to 65 per cent by 1970 and will stimulate the growth of trucking. Truck transportation now accounts for one-fifth of all intercity ton-miles moved in the nation, and the Interstate Commerce Commission estimates trucking accounts for 30 per cent of total rail and truck ton-miles. Rail freight tonnage nationally has been relatively stable, with the result that total freight tonnage carried by all forms of transportation has risen but rail's actual share has declined. (In Floyd County, however, rail transportation has increased its share of tonnage, but not significantly.) Air freight, nationally, still accounts for only a small portion of total tonnage.

In assessing the role of transportation in the Planning Area, major industrial concerns that are substantial shippers by rail and truck were interviewed to determine what weaknesses prevail in the present transportation facilities. Generally, most companies indicated satisfaction with present facilities, although a few specified that additional special services could be utilized in certain instances. In several cases, rates were singled out for complaint. Some companies operate their own trucks in order to reach selected markets; others place major reliance on rail because of the products shipped. Recent locations by heavy industrial plants appear to confirm local contentions that transportation facilities are adequate.

Comparison of transportation costs in Floyd County with other parts of the country were impossible to make within the scope and time limits of this study.

Additional attention needs to be given to the role of transportation in the economic composition of the country, and efforts should be made to collect

additional data on the changing nature of freight movements. Much of this data will have to be reconstructed from voluminous information in the central or division offices of the companies involved.

Rail Service

Rome and Floyd County since 1945 have been served by the mainlines of two of Georgia's principal rail carriers, the Southern Railway System and the Central of Georgia Railway. Together, these companies maintain 74 miles of mainline trackage in Floyd County. (See Map 4.)

Recent changes in Floyd County's economy have had a noticeable influence on rail transportation in the area. The advent of certain heavy industries and the fuel demands of the steam power generating station have been largely responsible for the quadrupled rail freight tonnage between 1949 and 1959 and over 100 per cent gain in the five years between 1954 and 1959. (See Table 35.) While the ratio of inbound carloads to outbound shipments has declined somewhat in that period, 26.8 per cent of all rail shipments in 1959 were outbound. It was not possible for purposes of this study to obtain similar data for less than carload shipments, but authoritative sources indicate they constitute only about two per cent of the total rail tonnage moved in Floyd County.

The two roads shipped 11,836 carloads in 1949, 23,776 carloads in 1954 and 50,862 in 1959. While textiles, cotton and lumber were the principal products handled at the beginning of the period under investigation, most recently pulpwood and coal constituted over 50 per cent of inbound shipments, with cotton and metal products being the next most substantial items. Paper, pulpboard, and boxes were the largest product group shipped out, and, with electrical equipment, constituted over 40 per cent of outbound shipments. Furniture, minerals, and textiles (including less than carload) constituted other significant groups, percentage-wise.

The facilities these lines maintain in Floyd County seem to be adequate for current requirements. With two sizeable classification and switching yards which can accommodate over 570 cars, there are additional switching facilities in the area which could serve at least 230 more cars. The largest and newest yards are at Krannert, serving the principal heavy industries in the area. There are about 60 employees on both lines in Floyd County, mainly on local switch engines and in agents' offices. Both lines have freight stations in Rome; other stations are maintained at Cave Spring, Lindale, and Shannon.

RAILROAD MAINLINES SERVING THE FLOYD COUNTY PLANNING AREA

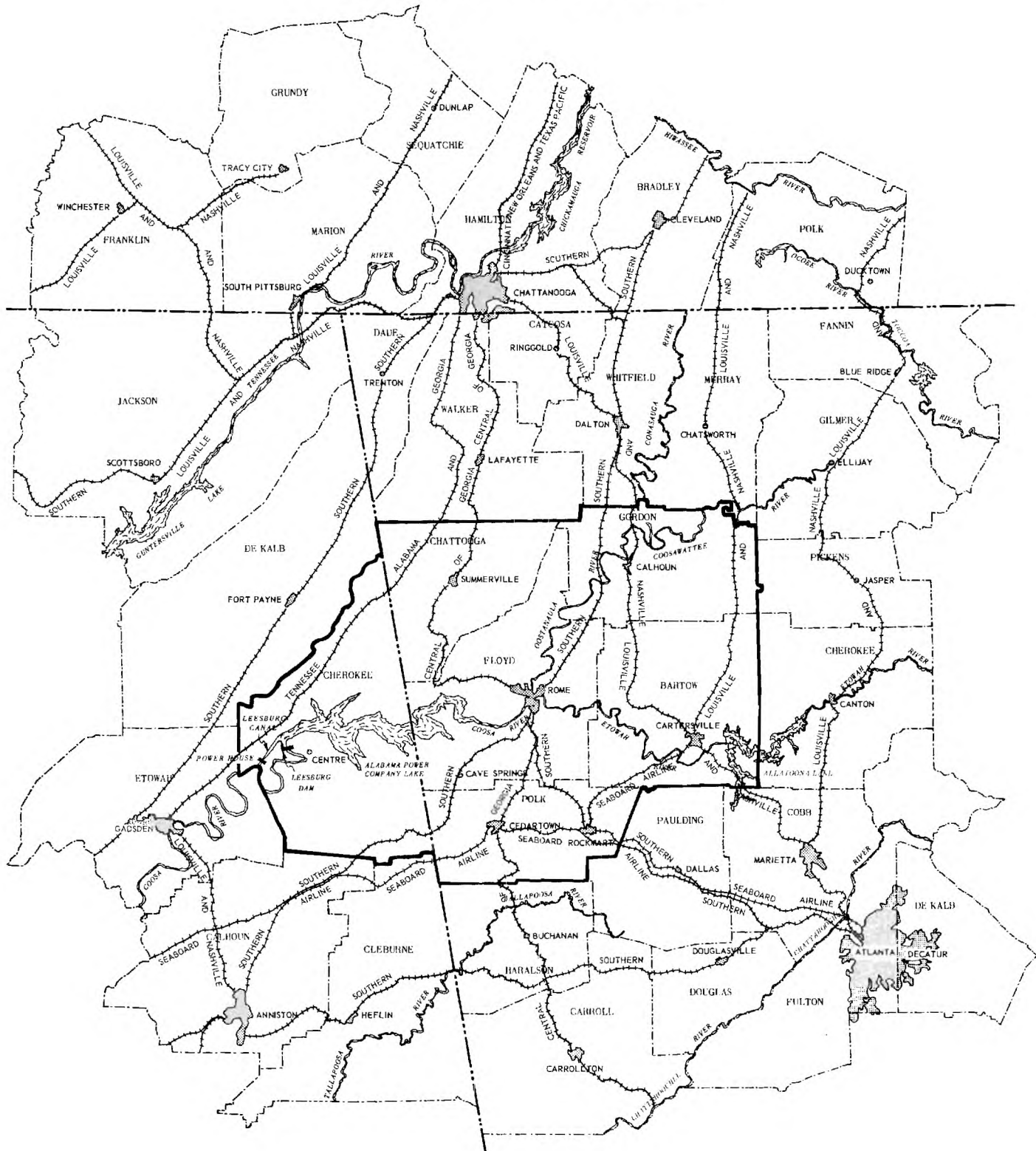


Table 35

ANNUAL RAIL SHIPMENTS TO AND FROM FLOYD COUNTY
SELECTED YEARS
(In Carloads)

	<u>1949</u>	<u>1954</u>	<u>1959</u>
Inbound	7,798	15,979	37,241
Outbound	<u>4,038</u>	<u>7,797</u>	<u>13,621</u>
Total	11,836	23,776	50,862

Source: Freight Traffic Departments, Central of Georgia and Southern Railway System

Local passenger service is almost impossible to measure. Only one line furnishes passenger service and its revenue from this phase will not exceed \$180,000 a year, or about \$1,500 per month.

The recently proposed acquisition of the Central of Georgia by the Southern Railway System and the possibility of an eventual merger of the two lines can strongly affect the future economic growth of Floyd County. Short run advantages of longer one-line hauls for Floyd County shippers can be offset in the long run by the disadvantage of having only one system offering rail service. Measurement of such possible repercussions, however, is beyond the scope of the present study.

Motor Freight Service

Rome and Floyd County are in an enviable position, as far as motor freight transportation is concerned. If anything, there is an overabundance of such facilities, inasmuch as several of the authorized lines move very little tonnage, and a number of others provide service only under special conditions or limitations, i.e., trailer-load only. This can be quite confusing to shippers desiring to make the most efficient use of motor freight service.

There are 12 common carriers with terminal service at Rome, two of these having call stations. Ten of the 12 are Class 1 carriers, and all but one are interstate lines. In addition, there are 10 other carriers authorized to pick up freight in the area, some of these on a limited basis. Table 36 lists these carriers and their services. Principal points of delivery are listed in Appendix Table 7.

Table 36

COMMON CARRIER MOTOR FREIGHT SERVICE AT ROME^{1/}

With Terminals^{2/}

Associated Transport, Inc. - A, D
 Baggett Transportation Company - A, D, E
 Carolina Freight Carriers Corporation - A, D, E
 Cedartown--Atlanta Freight Lines, Inc. - B, D, F
 Dixie--Ohio Express, Inc. - A, B, D, E
 Georgia Highway Express, Inc. - A, B, D
 Mason & Dixon Lines, Inc. - A, D
 Ohio Southern Express, Inc. - A, E, F
 R.C.A. Truck Lines, Inc. - A, B, D
 Ryder Truck Lines (Great Southern Div.) - A, D
 Super Service Motor Freight Company - A, D, E
 Wilson Truck Company - A, D

Irregular Service^{2/}

Alabama Highway Express, Inc. - A, C
 Bowman Transportation, Inc. - A
 Jack Cole Company, Inc. - A, C, D
 Dixie Highway Express, Inc. - A, C
 E.T. & W.N.C. Transportation Company - A
 Harper Motor Lines - A, B
 Johnson Motor Lines, Inc. - A
 Nilson Motor Express, Inc. - A
 Pilot Freight Carriers, Inc. - A
 R. C. Motor Lines (Cotton States) - A, C

1/ Explanation of types of service:

A - Interstate	D - Regular route common carrier
B - Intrastate	E - Irregular route common carrier
C - Trailer load only	F - Call station only

2/ See Appendix Table 7 for major points of service by these lines.

Source: American Transport Association, Carrier Directory

[illegible]

It is not true, of course, that every line which uses the highways in Floyd County can deliver and pick up shipments. But, on the other hand, a number of "for hire" contract carriers and private shippers handle a variety of commodities such as petroleum products, food products, and certain manufactured items shipped by the producer in his own trailers. Probably about one-third of the total truck tonnage shipped into and from Floyd County moves by contract or private carrier.

Of the tonnage carried by common carrier, eight lines account for at least an estimated four-fifths of the total freight shipments. As indicated in Table 37, eight of these 12 lines in 1959 transported over 104,371 tons of freight, more than 55,000 tons of which were shipped out. These lines employed 80 persons and accounted for more than \$1,682,000 in revenue. The tonnage moved out, as well as that brought in, on the average, has more than doubled over the last 10 years.

Table 37

COMMON CARRIER MOTOR FREIGHT SHIPMENTS IN FLOYD COUNTY

SELECTED YEARS

	<u>1949</u> ^{1/}	<u>1954</u> ^{2/}	<u>1959</u> ^{3/}
Tons Originated	16,276	25,176	55,266
Tons Delivered	12,910	28,217	49,105
Employment	20	27	80
Revenue (thousands of dollars)	NA	NA	1,682 ^{4/}

1/ Reported by four carriers only.

2/ Reported by five carriers only.

3/ Reported by eight carriers.

4/ Reported by six carriers only.

Source: Motor Freight Carriers

Motor freight service in Floyd County gives straight line overnight truckload delivery to a number of major points in the Southeast including Atlanta, Birmingham, Nashville, Knoxville, Memphis, Charlotte, and Raleigh. Second morning truckload delivery, with transfers at major terminals, is scheduled to such points as New York, Chicago, Pittsburgh, Cincinnati, St. Louis, and New Orleans. Less than truckload shipments will ordinarily require one additional day.

Of the truck lines canvassed in the survey, a total of 49 truck doors are available with about 20,000 square feet in terminal space. Some 70 trailers are allocated to the Rome operations of these lines.

Principal commodities handled by truck companies in Floyd County have changed in the past ten years. Probably 50 per cent of the outbound shipments in 1959 were in the textile field; electrical equipment, paper products, and metal items were the next largest groups identified. In 1949, textiles and stoves were major outbound items. The variety of products brought in last year was much broader, "miscellaneous" (largely canned goods, apparel, and other retail store items) dominating, with textiles, steel products, and machinery rating mention.

In Floyd County, there are 822.25 miles of public roads, 109.02 miles of which belong to the State road system (see Map 5), paved mostly with high-type bituminous and with some concrete. Of the 713.23 miles in the county system, 384.43 are paved, largely of a low-type bituminous surface.^{1/}

Bus Service

Bus service to Rome is furnished by the Greyhound Bus Company, which operates eight busses to Atlanta and Chattanooga every 24 hours. There had been a slight decrease between 1954 and 1959 in number of passengers carried (approximately 30,000 in 1954 against 25,000 in the latter year), but only a very small decline in revenue, due to an increase in express volume. Because of the rapid station-to-station delivery, shipments of parcels under 100 pounds are expedited by bus. Bank checks and reports and small parcels are standard items handled; cut flowers and curved automobile windshields are among the important specialty items. The Rome station has three employees.

Air Service

Rome and Floyd County are served by one certificated airline, Eastern Air Lines, which operates at Russell Field, 7.4 miles north of Rome. Eastern has two flights daily, one south to Atlanta in the morning (originating in St. Louis with stops at Evansville, Nashville, and Chattanooga) and one north in the evening (originating in Daytona, with stops at Jacksonville, Atlanta, Chattanooga, Nashville, Evansville, and St. Louis.)

^{1/} State Highway Department, Division of Highway Planning, Mileage of Public Roads in Georgia, By Surface Types, No. 272.

In its operations at Russell Field, the company has experienced a steady increase in revenues since 1949, with the exception of a temporary decline in 1958 which was offset by gains last year. In freight handled, textiles (rugs), cut flowers, automotive and electrical parts, printed materials, drugs, and clothes are the principal items. Freight shipments, shown in Table 38, reveal an almost sevenfold increase in air freight shipped out between 1949 and 1959, and 51 per cent in air freight delivered in the same year. However, both air express and air mail were down in 1959 from 1954 totals.

Table 38

AIR FREIGHT DELIVERED AND SHIPPED AT RUSSELL FIELD, ROME
SELECTED YEARS

	Pounds Delivered		
	<u>1949^{1/}</u>	<u>1954</u>	<u>1959</u>
Air Express	8,664	23,014	18,726
Air Freight	21,927	31,170	33,101
Air Mail	4,623	7,491	5,752

	Pounds Shipped		
	<u>1949^{1/}</u>	<u>1954</u>	<u>1959</u>
Air Express	3,062	10,338	8,136
Air Freight	3,992	15,741	30,821
Air Mail	6,349	14,384	11,422

^{1/} Eleven months only.

Source: Eastern Air Lines

Eastern's passenger service at Rome has shown a sizeable increase in the last 10 years. Table 39 indicates that 2,378 passengers boarded at the Rome port and 1,834 deplaned there in 1959, contrasted to 552 and 803 respectively in 1949.

Russell Field contains some 750 acres and has three paved 4,500-foot runways, with taxi strips to all runways. The north-south runway is scheduled to be extended to 5,000 feet. The three-man station operates ticket, loading

and unloading facilities, and is in touch with major division offices by teletype. The runways are lighted for night-time operation and the station has a low frequency radio range. Minimum operating conditions at Russell Field are 600-foot ceiling and 2-mile visibility. Eastern operates Martin 404's and Convairs on flights to Rome.

Table 39

AIR PASSENGER TRAFFIC AT RUSSELL FIELD, ROME
SELECTED YEARS

	<u>1949</u> ^{1/}	<u>1954</u>	<u>1959</u>
Boarding	803	1,516	2,378
Deplaning	552	1,156	1,834

1/ Eleven months only.

Source: Eastern Air Lines

Petroleum Pipelines

Two petroleum products pipelines traverse Floyd County. A 6-inch line from Atlanta to Chattanooga is operated by Southeastern Pipe Line Company, jointly owned by Gulf Oil and Pure Oil companies. Some 20.2 miles of this line are in Floyd County. Refined petroleum products are transported, including several grades of gasoline, as well as kerosene and diesel oils. While this line has a capacity of 13,000 barrels daily, it is operated only part-time and transports about 8,000 barrels daily, an average fairly constant over the past three years. One employee is stationed at Rome for local operations.

Separately managed is Southeastern's terminal at Rome, which takes off an average of 3,000 barrels of products daily. This terminal, operated by remote control from headquarters in Atlanta, serves bulk plants within a 50- to 75-mile radius of Rome and as far away as Murphy, North Carolina. Most of the products removed at Rome are various grades of gasoline, with the amount of diesel fuel on the increase. Kerosene removals are on the decline.

The Southeastern pipeline originates at Port St. Joe, Florida, where its petroleum products are supplied by tanker from Texas. Due to the increase in tanker rates since 1940 when Southeastern's line was installed, shipments of

petroleum products have been diverted to other lines. The territory served by this line is reported to be "saturated" by pipelines, and part of Southeastern's original territory and market has been served from Birmingham since 1951. In the period 1945-1950, the Rome terminal was taking off about 7,000 barrels daily. In that period, employment at the terminal and pipeline amounted to 20 persons; today three persons are employed at the terminal.

The larger of the lines is an 8-inch line operated by Plantation Pipe Line Company from Baton Rouge, Louisiana, to Knoxville, Tennessee. While this lateral traverses 24.42 miles of Floyd County, running from a terminal at Bremen, Georgia, north to Chattanooga, and carries a full variety of petroleum products, none of these are taken off in Floyd County. Plantation has only a booster pump at Lindale and a repeater microwave station in the county. The Bremen-Chattanooga lateral has a capacity of 40,000 barrels daily, and transports an average of 35,000 barrels daily.

UTILITIES

Water

Rome has been using the Oostanaula River for the source of its water since 1893. Prior to 1900 when the first filter bed was installed, no treatment was given the water before delivery to the customer.

Today, the city system puts the water through various stages of mixing, settling and filtering, using chlorine, ammonia, alum, lime, carbon, and fluoride.

The last major expansion of the Rome water system was undertaken in 1954 at an approximate cost of \$1,125,000. The capacity of the filter plant was doubled and the system's pumps were overhauled. Presently there is an indebtedness of \$950,000 outstanding against the system, financed by revenue certificates. This indebtedness represents the total remaining from three recent issues for expansion of the system.

Peak daily water consumption has risen steadily since 1949, as Table 40 indicates. A new high of 8,500,000 gallons was reached in July 1960, when a new maximum pumpage of 24,000,000 gallons also was recorded. The present rate of increase (based on the 1949-1960 annual maximum) indicates the system's capacity will not be threatened by peak daily consumption for at least 10 years. The reservoir storage capacity of the Rome system amounts to 4,000,000 gallons--3,000,000 gallons on Jackson Hill and 1,000,000 on Blossom Hill at the filter plant. The number of customers has increased by 77.48 per cent since 1949, including those on the newly installed county system. The Rome system has 534,000 feet of main lines (6-inch or larger) and another 126,000 feet of smaller lines.

Table 40

ROME WATER SYSTEM:
CAPACITY AND CONSUMPTION
1949-1959

	<u>1949</u>	<u>1954</u>	<u>1959</u>
System Capacity ^{1/}	6.00	12.00	12.00
Average Daily Consumption ^{1/}	3.75	4.31	5.45
Peak Daily Consumption ^{1/}	5.24	6.45	8.12
Number of Customers	6,983	8,980	11,933

^{1/} Million gallons daily

Source: Rome Department of Public Works

County System

Since 1959, the Floyd County Department of Public Works has been operating a water system with about 1,500 customers, including Lindale Village. The county has issued \$650,000 in revenue certificates to install some 23 miles of water mains. In addition to its water service, it also operates a sewer system at Lindale. Water is purchases from the City of Rome for all but the Lindale system, which is supplied by local springs. After 1962, the city will supply all water requirements.

Sewers

Rome is seriously handicapped by lack of a sewer system with interceptor mains and treatment facilities. Furthermore, there is mounting pressure for installation of such facilities that will mean substantial costs to the city, and probably to the county as well.

Over 99 per cent of the residences in Rome are served by sewer lines, with more than 100 separate outfalls into the Oostanaula, Etowah, and Coosa rivers, Silver Creek and other tributaries. The Rome-Floyd County Planning Commission has urged a review of the present situation, and a civic committee is now making a study preliminary to hiring of an engineering firm to prepare plans for a complete system with waste treatment facilities. The Floyd County Department of Public Works operates a small system at Lindale with about 650 customers, including a large textile mill. This system, with a capacity of 350,000 gallons, fully treats all wastes.

Electric Power

The Rome Division of the Georgia Power Company serves all or part of 21 northwest Georgia counties. There are seven district offices and 15 local offices in this Division. It maintains 887 "structure" miles of 110-, 66-, and 44-kilovolt lines; with more than one circuit on a structure, the actual miles of line will exceed the "structure" miles. Interchanges are made with the Alabama Power Company and the Tennessee Valley Authority on the west and north.

One of the company's principal steam generating plants is located in the area. Plant Hammond, on the Coosa River, has a rated capacity of 300,000 kilowatts with three units presently installed. The plant was designed for the eventual installation of six units. Also in the area is the hydrogenerating station at Allatoona Dam, operated by the Southeastern Power Authority, with a rated capacity of 74,000 kilowatts.

Table 41 shows the growth of electric power sales in the Rome Division, from 649 million kilowatt hours in 1949 to 1,400 million kilowatt hours in 1959. While total sales rose about 116 per cent in this period, industrial sales increased 76 per cent.

Table 41

ELECTRIC POWER SOLD BY ROME DIVISION,
GEORGIA POWER COMPANY

(In Millions of Kilowatt Hours)

	<u>1949</u>	<u>1954</u>	<u>1959</u>
Residential	104.3	196.0	290.3
Commercial	51.7	87.6	144.1
Industrial	358.0	464.3	629.1
Street & Highway Lighting	2.7	4.6	6.4
Municipal & E.M.C.	<u>132.3</u>	<u>256.5</u>	<u>330.8</u>
Total	649.0	1,009.0	1,400.7

Table 42

ELECTRIC POWER SALES, ROME DISTRICT,
GEORGIA POWER COMPANY

By Months

(In Millions of Kilowatt Hours)

	<u>1954</u>	<u>1959</u>
January	13.1	18.3
February	14.7	18.1
March	14.1	18.0
April	13.4	17.3
May	13.1	18.0
June	14.6	18.7
July	15.1	18.2
August	16.9	20.6
September	15.7	20.2
October	15.5	20.3
November	13.9	18.7
December	<u>15.0</u>	<u>19.5</u>
Total	175.1	225.9

The monthly pattern of electric power sales within the Rome District for 1954 and 1959 is revealed in Table 42. The spread between the month of lowest sales and of highest sales was smaller in 1959 than in the earlier year. Since this covers all sales, it is not possible to determine which areas of the economy are responsible for the wide swings in sales.

Natural Gas

Atlanta Gas Light Company serves the Rome area with natural gas (content of 1,040 Btu) which it takes off the pipeline of Southern Natural Gas Company at Tallapoosa. The company has two parallel 12- and 14-inch service lines into Rome. In addition to its Rome system, the company has extended service to Celanese Village (about 1953), Shannon (1956) and Lindale (1960). Other areas of Floyd County are served by the municipal gas systems of Cartersville and Summerville. Atlanta Gas Light has about 1,250,000 feet of main lines and over 1,000,000 feet of services lines in the Planning District.

Of gas meters in service in Floyd County, shown in Table 43, a larger number were installed between 1954 and 1959, but a larger percentage was recorded in the previous five years.

Table 43

GAS METERS IN FLOYD COUNTY SERVED BY ATLANTA GAS LIGHT COMPANY 1949-1960

October 1949	6,754
October 1954	9,835
October 1959	13,990
July 1960	14,323 (includes Lindale)

Liquid Petroleum Gas

There are two liquid petroleum gas distributors in Floyd County. These dispensers of "bottled gas" (propane and butane) have a total of 2,150 customers in an area from the Tennessee State line south to Rockmart and west to the Alabama line. While the majority of the customers are rural residences, commercial and industrial firms are also served by both companies.

Telephone

The Rome District of Southern Bell Telephone and Telegraph Company serves exchanges at Rome (including Cave Spring), Carrollton (including Bowdon, Bremen, Buchanan, Tallapoosa, and Temple), Cartersville (including Acworth and Kingston), Calhoun (including Adairsville), and Cedartown (including Rockmart). A seven-digit system (with prefixes of 232- and 234-) will be introduced on the Rome exchange this autumn as part of the nationwide long distance dialing program. New toll equipment to give extended area coverage with local dialing to Cedartown, Cave Spring, Adairsville, and Kingston will be in operation by the middle of 1961.

There are currently 38 TWX customers in Floyd County and some 70 to 80 in the district. This number is double the total served in 1955. There are 58 customers in the district with private line teletypes, principally brokers and manufacturers. Rome presently has no microwave service.

The telephone company currently has 188 employees in Floyd County, including 70 long-distance operators and 15 installers.

Installation of telephones in Floyd County increased substantially between 1954 and 1959. The number of phones in service, in selected years since 1949, is:

<u>1949</u>	<u>1954</u>	<u>1959</u>	<u>1960</u>
11,099	15,961	23,192	23,898

Western Union

A local office of Western Union is maintained at Rome and is open 15 hours each week-day. This office handles an average of 1,000 money orders and telegrams a month.

There are 10 private wire service customers in the Rome area and 16 users of teleprinter service.

Local offices of Western Union are also maintained at Calhoun, Cartersville, Cedartown, Dalton, Dallas, Summerville, and Trion.

EDUCATIONAL FACILITIES

Rome and Floyd County are fortunate in having two private institutions offering college degrees--Berry College and Shorter College. The proposed area trade school could provide industrial training for the labor market in Floyd County and the Planning Area that presently has no training facilities.

Berry College

Berry College is a co-educational institution offering four years of college work leading to the degrees of Bachelor of Arts and Bachelor of Science. About half of its graduates enter the teaching profession.

Students come principally from Georgia and surrounding states. Approximately 600 students are enrolled in the college, with graduating classes currently numbering 90 to 100. There are 60 teachers on the faculty.

Located on U. S. Highway 27 north of Rome on a campus of 30,000 acres, Berry's physical plant includes more than 100 buildings. The principal college buildings number 21.

Berry is unique in combining its academic program with religious and work-experience programs. Students attend classes four days and work two days each week, helping with maintenance and operation of the plant. Earnings from this work partially defray the cost of a college education. Agricultural work programs also provide food for the dining hall and income to meet some of the operating costs of the institution. It is a Berry College tradition that all students dress alike.

Programs for the Bachelor of Arts and Bachelor of Science degrees are basically the same, except that the former requires 12 semester hours of work in one foreign language. An English major receives the Bachelor of Arts degree; majors in home economics, elementary education, business administration, industrial education and agriculture receive the Bachelor of Science degree. Majors in any of the sciences, mathematics, or any social science may choose which degree program they wish to pursue. Evening classes for local citizens are offered in English and mathematics.

Berry is a member of the Southern Association of Colleges and Secondary Schools, the Association of American Colleges, the American Association of Colleges for Teacher Education and the Association of Georgia Colleges. It is approved by the Georgia State Department of Education as a teacher-training institution.

The Berry School for Boys also is housed on the campus. Approximately 200 boys are now enrolled in grades nine through 12. They, too, work to pay part of the cost of their education.

Shorter College

Shorter College is a liberal arts co-educational institution, granting the degrees of Bachelor of Arts and Bachelor of Music.

Shorter trains teachers at all levels of elementary school work, teachers of art and music at both elementary and high school levels, and high school teachers in science, language arts (English), foreign languages, social studies, and mathematics. The college has strong music and science departments, particularly in biology.

The Shorter campus, located on the crest of a hill overlooking Rome's business section, comprises 150 acres. The physical plant consists of 27 buildings, including those designed to house faculty members.

Currently, Shorter has an enrollment of approximately 275 students, half of whom are boarding students. The 1959 graduating class numbered 95. During the past five years, about one-third of the graduates have gone on to advanced study. The faculty has 40 members.

Shorter College is a member of the Southern Association of Colleges and Secondary Schools, the National Association of Schools of Music, and the Association of American Colleges. It is approved by the Georgia Department of Education as a teacher-training institution.

Rome Center

The University of Georgia operates the Rome Center, an extension facility offering evening courses in the East Rome Junior High School. The number of students, largely adults who work, ranges between 50 and 100 and is limited by the regulation permitting only a maximum of 50 hours of work for degree credits. The curriculum, consisting of lower division of freshman-sophomore courses, is taught by part-time faculty members recruited from the community.

Darlington School

Another educational asset of the Rome area is Darlington School, an excellent college preparatory institution located just south of Rome. Founded in 1905, Darlington today comprises 11 buildings located on about 200 acres.

Its enrollment in 1959 was 465. The school includes grades six through 12, with grades six through eight limited exclusively to day students.

Darlington has students from all southeastern states and several foreign counties. Since its founding, approximately 95 per cent of its graduates have gone on to college; in recent years, this figure has risen to 100 per cent.

Vocational Training

The proposed "Area Trade School" which has been under consideration for at least nine years and actively promoted for the last three, fits the needs of Floyd County and surrounding counties in vocational training much better than existing arrangements.

The existing programs include 13 high school courses (six in home economics, three in agriculture, the remainder in diversified education) and classes for adults, mostly at night. The adult program includes day classes in auto mechanics and machine shop, as well as commercial and vocational office courses, and trade and industrial programs participated in by four institutions, including two large plants in the area.

Under the "Area Trade School" program (serving Floyd, Bartow, Chattooga, Gordon, and Polk counties) two-year courses for adults (both on day schedule and night) will be offered in electrical technology, industrial technology, mechanical drafting, air-conditioning, refrigeration and heating, machine shop, auto shop, industrial electricity, welding, nursing, and business education. The first three courses will be on a higher level and require high school diplomas as prerequisites.

As presently envisioned, the "Northwest Georgia Trade and Technical School" will be constructed from proceeds of two \$125,000 bond issues, by the Rome School System and the Floyd County School System, with a matching \$250,000 from the State of Georgia. Part of the annual \$40,000 maintenance will be borne by the other participating counties. A deep need for such an institution has been expressed by some local educational officials.

The anticipated initial enrollment is on the order of 200 to 300 students for day classes, 400 to 600 for night classes. With a faculty of 12 full-time instructors, it is hoped day classes would be held to a maximum of 20 students per class in all programs except drafting. It is possible the school could offer refresher courses designed primarily for persons needing to learn new techniques applicable to their present jobs.

RECREATION FACILITIES

Some outstanding local recreation facilities are among Rome's brightest assets available for local citizens. Four lighted baseball diamonds--used for softball teams, Little League, Pony League, Colt League and high school purposes--make startling and effective use of marginal land in the river flood-plain. Also, the community has an excellent municipal swimming pool, used for an annual AAU sectional swimming meet. Special note also should be made of the Memorial Gym, used extensively for basketball games.

With a year-round recreation program financed by both city and county (\$61,750 from Rome and \$20,000 from Floyd County) the community is outstanding in the extent of facilities offered its own citizens. The program utilizes 12 playgrounds including the ball fields and two swimming pools (one for colored) in the summer; in the winter, Memorial Gym is used for basketball games, square dances and other group activities. In the summer program over 80 ball clubs are active and have eight practice ball fields at their disposal. In addition to the swimming pool, the Negro populace has two ball fields for its use. It is estimated that over half a million spectators and participants are involved in scheduled activities during the year.

Among the other facilities which can be considered commonplace (since most communities boast of like facilities) are the high school stadium for football, lighted softball fields and tennis courts. There are three golf courses in Rome; two are restricted to club members.

The summer recreation program has 39 employees, with additional part-time help for activities such as ceramics, swimming and tennis teams and tournaments; the winter program has 10 regular employees. The work force of the city public works department is used for maintenance of facilities; bond issues were voted for construction of one of the swimming pools and the gym.

The municipal civic center is in use at least one night a week for general public purposes. Some of these uses range from family reunions and parties to political rallies.

The proposed development of some 70 acres of land on the Coosa River seven miles southwest of Rome, in the vicinity of Mayo's Bar Lock and Dam, can be of great significance ultimately in the local recreation picture. Initially, plans call for development of 53 acres on the south side of the Coosa; this will be the nearest point of access from Rome and Floyd County

to the head of Weiss Reservoir on that river. Included in the plans are provisions for diversified recreation facilities including boating, fishing, water skiing, family and group picnic grounds, and small games activity areas. Eventual development of the Mayo's Bar area as a recreation center appears to hinge on (1) financial support, (2) development of a potable water supply, (3) dredging of areas to provide minimum draft for pleasure craft when the lake is at normal pool level.

At present, nearest water recreation facilities for Floyd County citizens are available at Allatoona Lake on the Etowah River, some 25 miles from Rome.

TOURIST TRADE

In sharp contrast to the excellent recreation facilities of the area for "internal" use (i.e., by the local citizens), little, if any, effort has been made at Rome to capture tourist business. While there exists little statistical information on the extent of the tourist business in Floyd County, it is apparent that the potentialities have not been tapped here.

The facilities that exist for use of the tourist (defined as anybody with money to spend and away from home) are limited to two hotels with a total of 221 rooms, and 196 courts and cabins in 11 motels. Including one large establishment still under construction, only three of the motels have as many as 25 or more rooms. There are only seven rated restaurants listed.

Outstanding among the phases of the tourist business being ignored are: (1) neglect in identifying and informing the tourist of things and places to visit and (2) failure to emphasize locally those attitudes that would encourage the tourist to stop, that is, catering to visitors.

The business interests that stand to profit the most from increased tourist trade--the retail merchants and the service businesses--should take the lead in identifying outstanding local points and promoting a sense of tourist-mindedness on the part of the local populace most immediately in contact with the touring public (such as gasoline stations, restaurants, retail clerks).

Among outstanding local attractions are nationally-known Berry Schools and Shorter College. The view from Myrtle Hill Cemetery overlooking the downtown area and the head of Coosa River, as well as the grave of Mrs. Woodrow Wilson in that cemetery, is another major point of interest. Many tourists would be fascinated by the history and a close-up view of the Clock Tower, others by the Capitoline wolf in front of the city hall. In the area are large reservoirs on the Coosa, Etowah, and Chattahoochee rivers, salt-peter mines at Kingston, and Etowah Mounds at Cartersville. Relics and buildings used by the Cherokee Indians abound throughout the area. As a matter of fact, emphasis on the Cherokee occupancy of the area might make it unique nationally. It would be especially timely, during the present Centennial observation of the Civil War, to emphasize local events such as skirmishes with General Sherman's troops and the exploits of the Confederates under General Forrest.

Appendix Table 1

MAJOR INDUSTRY GROUPS
(By Two-Digit Classification)

20	Food and Kindred Products
21	Tobacco Manufactures
22	Textile Mills Products
23	Apparel and Related Products
24	Lumber and Wood Products
25	Furniture and Fixtures
26	Pulp, Paper and Products
27	Printing and Publishing
28	Chemicals and Products
29	Petroleum and Coal Products
30	Rubber Products
31	Leather and Leather Goods
32	Stone, Clay and Glass Products
33	Primary Metal Industries
34	Fabricated Metal Products
35	Machinery, Except Electrical
36	Electrical Machinery
37	Transportation Equipment
38	Instruments and Related Products
39	Miscellaneous Manufactures (includes Ordnance and Accessories)

Appendix Table 2

TOTAL ESTABLISHMENTS BY MAJOR INDUSTRY GROUP^{1/}
1939-1954

		Total Estab- lishments	Total With 20 or More Employees	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
Floyd County	1939	57	--	11	--	6	6	7	3	1	6	3	--	--	--	3	6	--	5	--	--	--	--
	1947	98	38	13	--	8	12	31	3	1	7	6	--	--	--	3	1	5	4	--	1	--	3
	1954	94	45	19	--	8	7	17	2	3	5	4	--	--	--	5	3	6	4	2	4	--	5
	1958	101	42																				
Bartow County	1939	25	--	4	--	2	3	6	--	--	2	5	--	--	--	3	--	--	--	--	--	--	--
	1947	64	14	5	--	3	19	27	--	--	2	3	--	--	--	3	1	1	--	--	--	--	--
	1954	37	10	6	--	4	4	13	--	--	2	2	--	--	--	4	1	--	1	--	--	--	--
	1958	37	17																				
Chattooga County	1939	16	--	1	--	7	1	5	1	--	1	--	--	--	--	--	--	--	--	--	--	--	--
	1947	40	9	1	--	7	1	28	--	--	1	--	--	--	--	1	--	--	--	--	1	--	--
	1954	20	8	1	--	7	--	9	1	--	1	--	--	1	--	--	--	--	--	--	--	--	--
	1958	19	9																				
Cherokee County (Alabama)	1939	21	--	1	--	--	--	20	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	1947	28	4	1	--	1	1	24	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--
	1954	9	1	--	--	1	--	7	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--
	1958	--	--																				
Gordon County	1939	31	--	2	--	3	14	10	--	--	1	--	--	--	--	1	--	--	--	--	--	--	--
	1947	70	15	3	--	5	34	24	--	--	2	--	--	--	--	2	--	--	--	--	--	--	--
	1954	40	19	3	--	10	14	9	--	--	1	--	--	--	--	2	--	--	--	--	--	--	1
	1958	36	17																				
Polk County	1939	22	--	6	--	4	--	4	--	1	2	2	--	--	--	1	1	--	1	--	--	--	--
	1947	42	13	7	1	6	--	12	2	2	4	2	--	--	--	3	--	--	3	--	--	--	--
	1954	38	15	7	--	7	--	8	--	3	2	3	--	--	--	4	1	1	1	--	--	--	1
	1958	33	13																				
Planning ^{2/} Area	1939	172	--	25	--	22	24	52	4	2	12	10	--	--	--	8	7	--	6	--	--	--	--
	1947	342	93	30	1	30	67	146	5	3	17	11	--	--	--	12	2	6	7	--	2	--	3
	1954	238	98	36	--	37	25	63	3	6	12	9	--	1	--	15	5	7	6	2	4	--	7

^{1/} Data on industry groups not available for 1958.

^{2/} Planning Area totals for 1958 not available since Cherokee County (Alabama) is unreported in that year.

Source: U. S. Census of Manufactures

Appendix Table 3

ESTABLISHMENTS WITH 1 TO 19 EMPLOYEES, BY MAJOR INDUSTRY GROUP
1947 and 1954

		Total Estab- lishments	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>	<u>24</u>	<u>25</u>	<u>26</u>	<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>31</u>	<u>32</u>	<u>33</u>	<u>34</u>	<u>35</u>	<u>36</u>	<u>37</u>	<u>38</u>	<u>39</u>
Floyd County	1947	60	5	--	2	5	29	2	--	6	2	--	--	--	3	--	--	2	--	1	--	3
	1954	49	10	--	2	1	13	1	--	5	--	--	--	--	3	1	3	2	--	4	--	4
Bartow County	1947	50	4	--	--	15	25	--	--	1	2	--	--	--	2	--	1	--	--	--	--	--
	1954	27	6	--	1	1	13	--	--	1	--	--	--	--	3	1	--	1	--	--	--	--
Chattooga County	1947	31	1	--	1	--	26	--	--	1	--	--	--	--	1	--	--	--	--	1	--	--
	1954	12	1	--	1	--	8	1	--	1	--	--	--	--	--	--	--	--	--	--	--	--
Cherokee County (Alabama)	1947	24	1	--	1	--	21	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--
	1954	8	--	--	--	--	7	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--
Gordon County	1947	55	3	--	2	25	22	--	--	2	--	--	--	--	1	--	--	--	--	--	--	--
	1954	21	3	--	--	6	9	--	--	1	--	--	--	--	1	--	--	--	--	--	--	1
Polk County	1947	29	7	1	1	--	10	2	--	4	1	--	--	--	2	--	--	1	--	--	--	--
	1954	23	7	--	--	--	7	--	1	2	2	--	--	--	1	1	1	--	--	--	--	1
Planning Area	1947	249	21	1	7	45	133	4	--	15	5	--	--	--	9	--	1	3	--	2	--	3
	1954	140	27	--	4	8	57	2	1	11	2	--	--	--	8	3	4	3	--	4	--	6

Source: U. S. Census of Manufactures

Appendix Table 4

ESTABLISHMENTS WITH 20 TO 99 EMPLOYEES, BY MAJOR INDUSTRY GROUP

1947 and 1954

		Total Estab- lishments	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>	<u>24</u>	<u>25</u>	<u>26</u>	<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>31</u>	<u>32</u>	<u>33</u>	<u>34</u>	<u>35</u>	<u>36</u>	<u>37</u>	<u>38</u>	<u>39</u>
Floyd County	1947	27	8	--	1	4	2	--	1	1	3	--	--	--	--	1	5	1	--	--	--	--
	1954	32	9	--	2	2	4	--	3	--	3	--	--	--	2	1	3	1	1	--	--	1
Bartow County	1947	10	1	--	--	3	2	--	--	1	1	--	--	--	1	1	--	--	--	--	--	--
	1954	7	--	--	1	2	--	--	--	1	2	--	--	--	1	--	--	--	--	--	--	--
Chattooga County	1947	4	--	--	2	--	2	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	1954	3	--	--	1	--	1	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--
Cherokee County (Alabama)	1947	4	--	--	--	1	3	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	1954	1	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Gordon County	1947	12	--	--	1	8	2	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--
	1954	13	--	--	7	5	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--
Polk County	1947	6	--	--	--	--	2	--	2	--	--	--	--	--	--	--	--	2	--	--	--	--
	1954	7	--	--	2	--	1	--	2	--	--	--	--	--	2	--	--	--	--	--	--	--
Planning Area	1947	63	9	--	4	16	13	--	3	2	4	--	--	--	2	2	5	3	--	--	--	--
	1954	63	9	--	14	9	6	--	5	1	5	--	1	--	6	1	3	1	1	--	--	1

Source: U. S. Census of Manufactures

Appendix Table 5

ESTABLISHMENTS WITH 100 OR MORE EMPLOYEES, BY MAJOR INDUSTRY GROUP
1947 and 1954

		Total Estab- lishments	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
Floyd County	1947	11	--	--	5	3	--	1	--	--	1	--	--	--	--	--	--	1	--	--	--	--
	1954	13	--	--	4	4	--	1	--	--	1	--	--	--	--	1	--	1	1	--	--	--
Bartow County	1947	4	--	--	3	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	1954	3	--	--	2	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Chattooga County	1947	5	--	--	4	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	1954	5	--	--	5	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Cherokee County (Alabama)	1947	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	1954	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Gordon County	1947	3	--	--	2	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
	1954	6	--	--	3	3	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Polk County	1947	7	--	--	5	--	--	--	--	--	1	--	--	--	1	--	--	--	--	--	--	--
	1954	8	--	--	5	--	--	--	--	--	1	--	--	--	1	--	--	1	--	--	--	--
Planning Area	1947	30	--	--	19	6	--	1	--	--	2	--	--	--	1	--	--	1	--	--	--	--
	1954	35	--	--	19	8	--	1	--	--	2	--	--	--	1	1	--	2	1	--	--	--

Source: U. S. Census of Manufactures

Appendix Table 6

RETAIL TRADE IN FLOYD COUNTY: PAYROLL, PROPRIETORS, EMPLOYEES
BY TYPE OF BUSINESS

1948-1958

	Annual Payroll (Thousands of 1947-1949 Dollars)			Proprietors			Paid Employees		
	1948	1954	1958	1948	1954	1958	1948	1954	1958
Food Stores	463	661	773	260	191	184	314	362	429
Grocery Stores	399	603	704	243	171	165	267	312	371
Eating & Drinking Places	253	295	433	119	122	119	242	227	359
Eating Places	216	261	422	70	102	106	209	206	345
General Merchandise	715	543	1,089	34	17	32	617	410	684
General (Except Variety)	585	415	849	32	17	28	406	255	454
Apparel & Accessories	331	514	500	19	27	16	201	328	289
Furniture & Home Furnishings	438	572	603	28	29	31	201	224	229
Furniture	312	463	416	20	21	23	142	175	143
Automotive Dealers	747	771	749	19	29	42	293	299	291
Gasoline Service Stations	207	269	364	83	97	135	145	177	214
Lumber & Building Materials	588	462	208	18	16	13	317	163	84
Hardware	296	323	120	7	7	6	117	108	51
Drug Stores	187	194	279	15	16	16	110	112	147
Other Retail Stores	287	--	404	49	--	56	168	--	226
Fuel, Ice Dealers	73	36	123	6	2	--	47	19	76
Feed, Farm Supply	52	69	79	12	7	8	32	31	33
Jewelry	88	157	107	4	3	4	34	64	55
Other Retail	63	69	59	18	18	27	43	36	43
Nonstore Retailers	--	--	84	--	--	27	--	--	51
Total Retail	4,215	4,705	5,487	644	616	671	2,608	2,493	3,003

Source: U. S. Census of Business

Appendix Table 7

POINTS OF SERVICE BY MOTOR FREIGHT LINES

<u>Carriers with Terminals at Rome</u>	<u>Principal Cities Served to and from Rome</u> ^{1/}
Associated Transport, Inc.	31; 34; 36; 42; 44; 60; 61; 75; 76; 92; 95; 96
Baggett Transportation Company	10; 11; 12; 13; 14; 15; 50
Carolina Freight Carriers Corporation	20; 21; 22; 31; 32; 36; 40; 60; 92; 95
Cedartown-Atlanta Freight Lines, Inc.	3; 7
Dixie-Ohio Express, Inc.	1; 11; 12; 50; 52; 54; 70; 71; 75; 76; 78; 91
Georgia Highway Express, Inc.	1; 4; 5; 50; 52
Mason & Dixon Lines, Inc.	30; 31; 32; 50; 51; 52; 53; 54; 60; 61; 92; 95; 97
Ohio Southern Express, Inc.	66; 76; 96
R.C.A. Truck Lines, Inc.	1; 2; 6; 50
Ryder Truck Lines (Great Southern Div.)	10; 11; 12; 20; 21; 30; 31; 32; 34; 36; 40; 50
Super Service Motor Freight Company	50; 52; 54; 80; 85; 88; 92; 95; 97
Wilson Truck Comaany	50; 54; 80; 84; 85
 <u>Carriers with Irregular Service</u>	
Alabama Highway Express, Inc.	10; 11; 12
Bowman Transportation, Inc.	11; 12; 21; 22; 31; 41; 42; 43; 50; 53
Jack Cole Company, Inc.	10; 11; 12; 14; 15; 75; 76; 78; 79; 80; 89; 92; 95
Dixie Highway Express, Inc.	11; 15; 26; 54; 56; 57; 58; 71; 85
E.T. & W.N.C. Transportation Company	30; 31; 32; 33; 36; 42; 43; 50; 52
Harper Motor Lines	1; 5; 97
Johnson Motor Lines, Inc.	43
Nilson Motor Express, Inc.	41
Pilot Freight Carriers, Inc.	30; 31; 36; 42; 43; 90; 91; 92; 93; 94; 95; 97
R. C. Motor Lines (Cotton States)	31; 35; 41; 42; 43; 60; 92; 95; 97

^{1/} For Explanation of Code, see page 88.

Source: American Transport Association, Carrier Directory

1/ Code to principal cities served by motor freight lines listed in Appendix Table 7.

1. Atlanta, Ga.	56. Gulfport, Miss.
2. Cartersville, Ga.	57. Hattiesburg, Miss.
3. Cedartown, Ga.	58. Jackson, Miss.
4. Columbus, Ga.	
5. Macon, Ga.	60. Richmond, Va.
6. Marietta, Ga.	61. Roanoke, Va.
7. Rockmart, Ga.	
	66. Charleston, W. Va.
10. Anniston, Ala.	
11. Birmingham, Ala.	70. Lexington, Ky.
12. Gadsden, Ala.	71. Louisville, Ky.
13. Huntsville, Ala.	
14. Mobile, Ala.	
15. Montgomery, Ala.	75. Cincinnati, O.
	76. Cleveland, O.
20. Jacksonville, Fla.	78. Columbus, O.
21. Miami, Fla.	79. Toledo, O.
22. Tampa, Fla.	
	80. Chicago, Ill.
26. New Orleans, La.	
	82. Detroit, Mich.
30. Asheville, N. C.	
31. Charlotte, N. C.	84. Kansas City, Mo.
32. Greensboro, N. C.	85. St. Louis, Mo.
33. Hickory, N. C.	
34. Raleigh, N. C.	
35. Wilmington, N. C.	88. Evansville, Ind.
36. Winston-Salem, N. C.	89. Indianapolis, Ind.
40. Anderson, S. C.	90. Albany, N. Y.
41. Charleston, S. C.	91. Buffalo, N. Y.
42. Columbia, S. C.	92. New York, N. Y.
43. Greenville, S. C.	93. Rochester, N. Y.
44. Rock Hill, S. C.	94. Syracuse, N. Y.
50. Chattanooga, Tenn.	95. Philadelphia, Pa.
51. Kingsport, Tenn.	96. Pittsburgh, Pa.
52. Knoxville, Tenn.	
53. Memphis, Tenn.	
54. Nashville, Tenn.	97. Baltimore, Md.